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EUROPEAN UNION FOR ARMENIA

MEDIA CONSUMPTION AND INFORMATION PREFERENCES IN ARMENIA – 2019

Yerevan
2019

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CONTENT

WHAT OPINION POLL IS THIS? ---------- 4

SUMMARY OF FINDINGS---------- 5

MEDIA CONSUMPTION PRACTICES - 2019

Which sources do they use to learn current news? ---------- 7

What kind of information is of Interest? ---------- 10

EXPERIENCE IN AND MOTIVATION FOR USING SOCIAL NETWORKS

How many years of experience, which social networks and how actively? ---------- 12

Social Network Users ---------- 14

Facebook Activities---------- 16

Effectiveness of Facebook as Evaluated by Users ---------- 17

Reactions to State and Political Figures' Facebook Lives ---------- 18

INFORMATION PREFERENCES FOR LEARNING ABOUT ELECTORAL PROCESSES

Attitude towards Elections---------- 22

Opinions about Electoral Campaigns and the Motivation to Follow/not to Follow Them---------- 24

APPENDIX---------- 31

WHAT OPINION POLL IS THIS?

From January 10 to February 10, 2019, Region Research Center conducted a public opinion poll among the Armenian population which aimed at studying the peculiarities of media consumption, the practices in place and the population's preferences for the channels of information, also in the context of electoral processes in Armenia.

Objectives

- To identify the population's primary sources of information and media preferences of (media and other sources, traditional and social media, and so on), media consumption frequency.
- To find out the population's media content preferences (type of information, content).
- To find out the population's attitude towards the processes, forms and platforms of campaigns in the electoral context.

See Appendix – Questionnaire.

Methodology

The public opinion poll was conducted after the quantitative methodology, namely the project was a public opinion poll with representative sampling. The interviews were held in the face-to-face format with a randomly chosen adult member from every household.

Sample

1150 citizens particpated in the opinion poll from across the country, namely Yerevan and 10 marzes. The number of respondents in Yerevan and marzes was defined, based on the proportionality of permanent population.

See Appendix, Geography of the Public Opinion Poll.

The 1150 citizens who participated in the public opinion poll were residents of different age groups, genders, social and educational backgrounds, from 19 towns and 34 villages.

See Appendix, Demographic Data.

SUMMARY OF FINDINGS

In January – February, 2019, the public opinion polls conducted among the population of Armenia established a number of new realia linked to the current trends and practices, media preferences and the effectiveness of various forms of electoral campaign.

Thus, it was established that:

- The primary source of current news for the population is the Internet, followed by TV. And this is the first finding. The radio and print media lag behaind these two sources by their indicators.

- From the viewpoint of daily use, social networks have gone ahead of the other sources of information, also as a source of news on major developments in Armenia. This is another finding. The indicators for TV and online media as sources on everyday news about Armenia are almost commensurate. Over half of the population having access to local TV channels does not watch it at all. 77,7% of the population are social media users, the majority of which have had considerable experience as social media users for 4 – 10 years.

- Facebook comes first as the most popular social network which, in the opinions of the respondents, helps to achieve really positive results primarily in tense situations in the domestic policy, followed by fight against corruption, struggle for human rights protection, and electoral processes.

- Especially in the last year opinions about the usefulness of Facebook Lives used by different actors were divided almost in half. Just a bit over half of the respondents believed that they were useful, and less than half of the respondents gave skeptical evaluations to the Lives. At thee same time, a few users from among those who believed the Facebook Lives were useful stably followed the Facebook Lives of the public and political figures. A considerable share of respondents followed these Lives from time to time.

- From among the wide array of materials on various topics, the majority of the population is interested in materials on the army, the Karabakh conflict, followed by materials on political issues, health care, social, societal and economic issues. 1/3 of the respondents were mostly interested in entertainment, historical and documentary materials, and ¼ of the respondents were interested in cultural content.

- The majority of citizens believed that the election was a very important process (78,9%) and had participated in the national elections of 2018 (84,4%).

- At the same time, only 1/4 of the citizens gave a definitely positive evaluation to campaigns (“campaigns are very important” – 25%). There is also a group that expressed its skepticism (“the campaign is a mandatory formality”) that constituted 27% of all respondents.

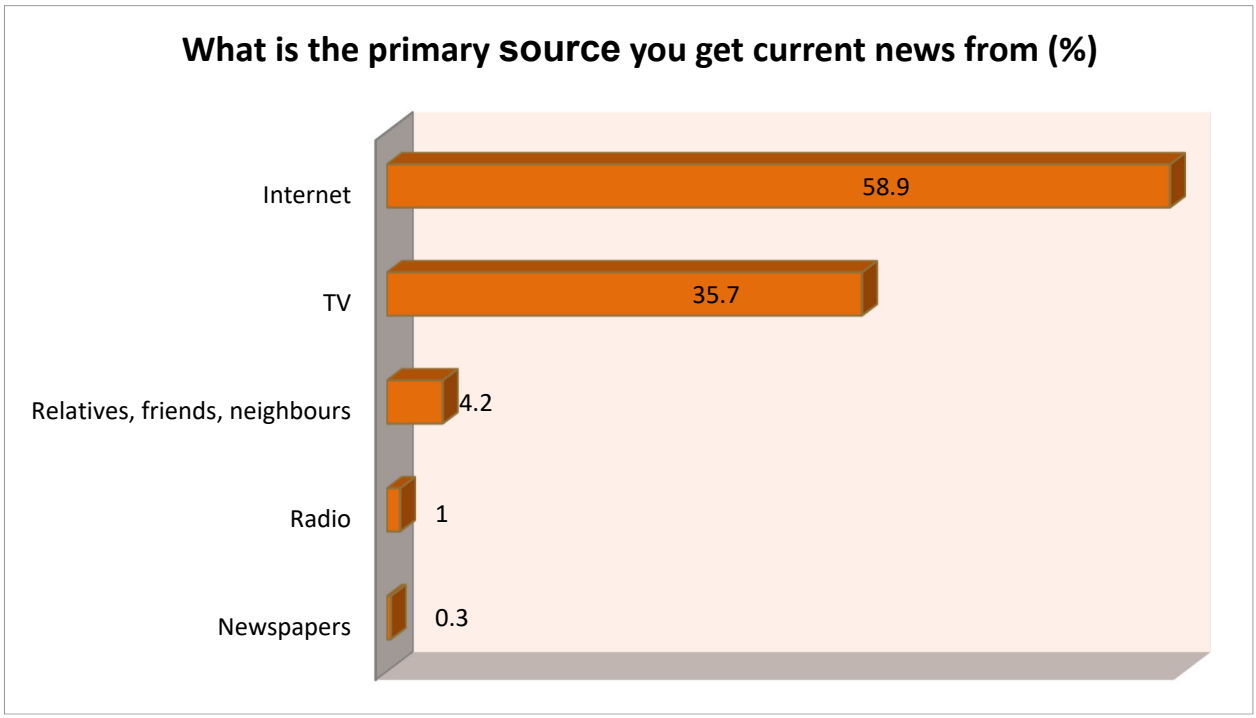
- Those who followed the campaigns of political parties via Facebook outnumber those who followed them on TV and online media outlets. This is another finding of the public opinion poll. 70% of the population do not attend face to face meetings with the candidates.

- The programmes, ideas, candidates’ problem-solving capabilities, their background and biographies were factors the impressed for the public most during campaigns. The purely propaganda components – slogans, pictures, demonstrations and marches, video clips and posters – were of little significance.

Which sources do they use to learn current news?

58.9% of respondents mentioned that the primary source of learning news was the Internet, while 35,7% mentioned TV. Those who mentioned their surroundings – extended and relatives, neighbors, friends as their primary sources of information were 4 times more than those who found information from the radio and print media.

See the graph below.



As a matter of fact, the preference for the Internet and TV was apparently conditioned by the respondents' age, social and educational backgrounds.

Thus, there were significantly more mentions of the Internet than TV as the primary source of information among respondents aged 18 – 29. In the other groups the number of those who preferred the Internet decreased proportionally to their age growth. Thus, in the 39 - 49 group the difference among those who preferred the Internet and TV was not very large. And the majority of citizens aged 50 and over mentioned TV as their primary source of information.

The same is true along the scales of education and social backgrounds.

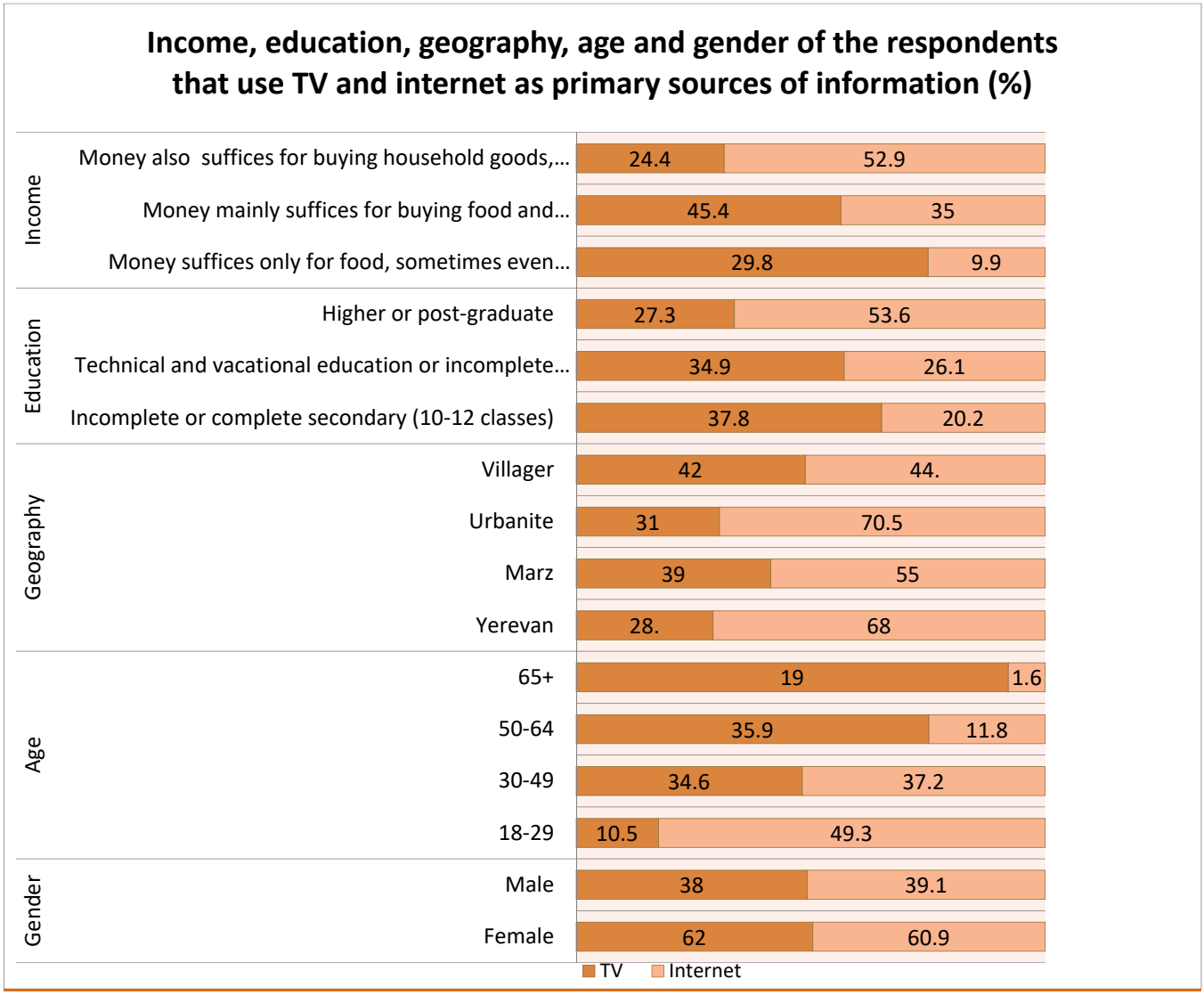
Citizens with university and post-graduate education preferring the Internet were twice more in number as compared with those who mentioned TV. The lower the level of education (incomplete university or vocational education down to complete or incomplete

secondary education), the higher the number of those using TV as their primary source of information.

Citizens who are in better social conditions by their own estimate (their income suffices not only for taking care of vital needs, but also for purchasing appliances for long-term use, buying a car, going on a summer vacation) are larger in number (52,9%) than those who have worse social conditions and whose income suffices for buying food and addressing urgent needs (35%), as well as those respondents who have income to buy food only and whose income is sometimes insufficient to buy even food constituted 9,9%.

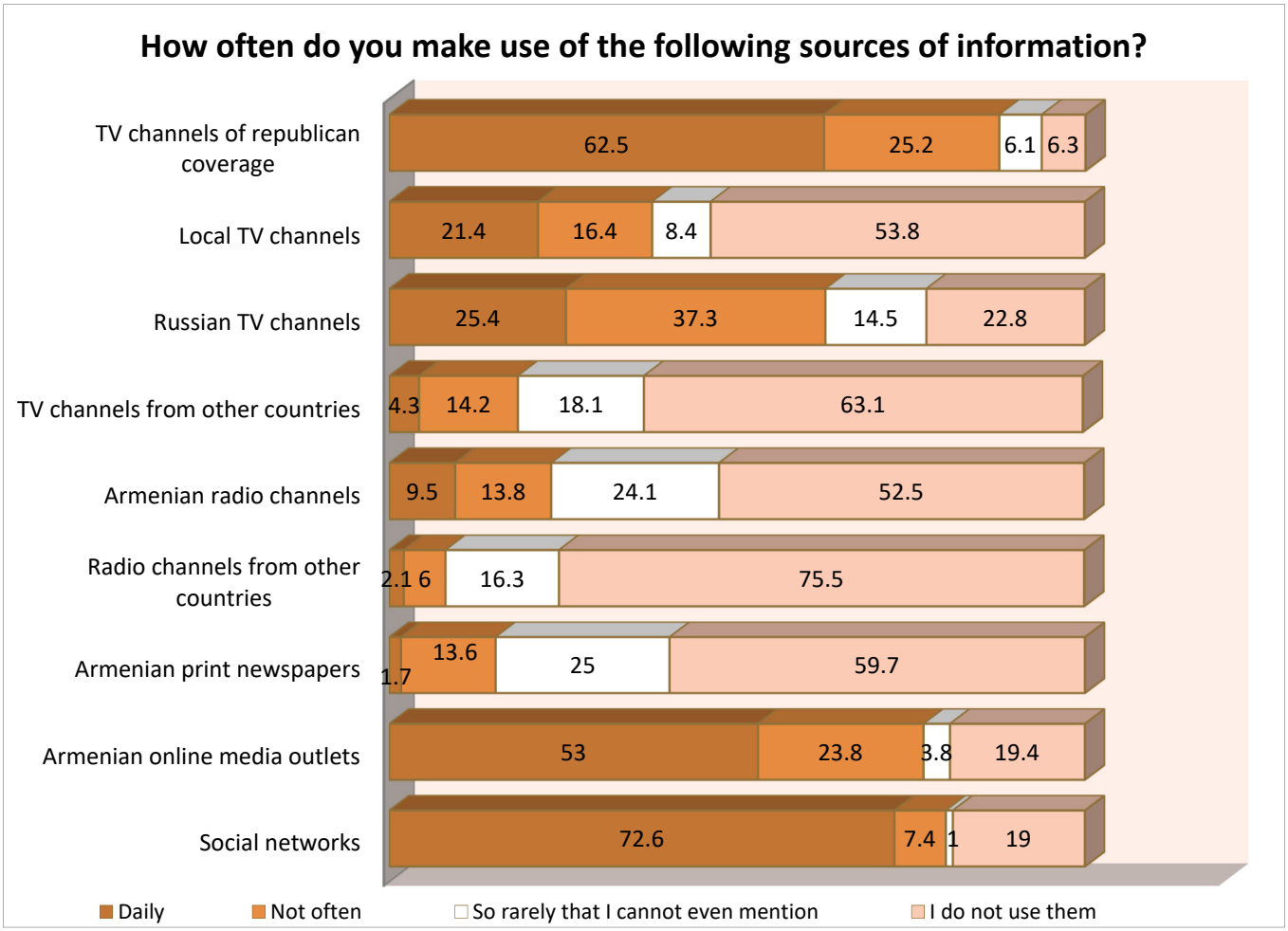
Urban population uses the Internet for news 1.6 time more than the rural population, whereas the number of those who prefer the Internet and TV is almost proportional among the rural population. Yerevan residents outnumbered those living in the provinces of Armenia by 13% as Internet users for news, and have 11% less preference for TV than marz (province) population.

See the graph below[1].



[1] All correlations with the geographic and other characteristics of the population are based on the quantitative comparison of respondents residing in Yerevan and marzes, i.e. the urban and rural population.

From the daily use perspective, social networks rank first – 72,6%, followed by national TV channels 62,5% and online media outlets – 53%.
Those who watch Russian channels on a daily basis amount to ¼ of all respondents, i.e. 25,4%. Over half of the population – 53,8% do not watch local TV channels at all.[2] And by the number of daily views, local TV channels have a lower indicator (21.4%) as compared to Russian TV channels.

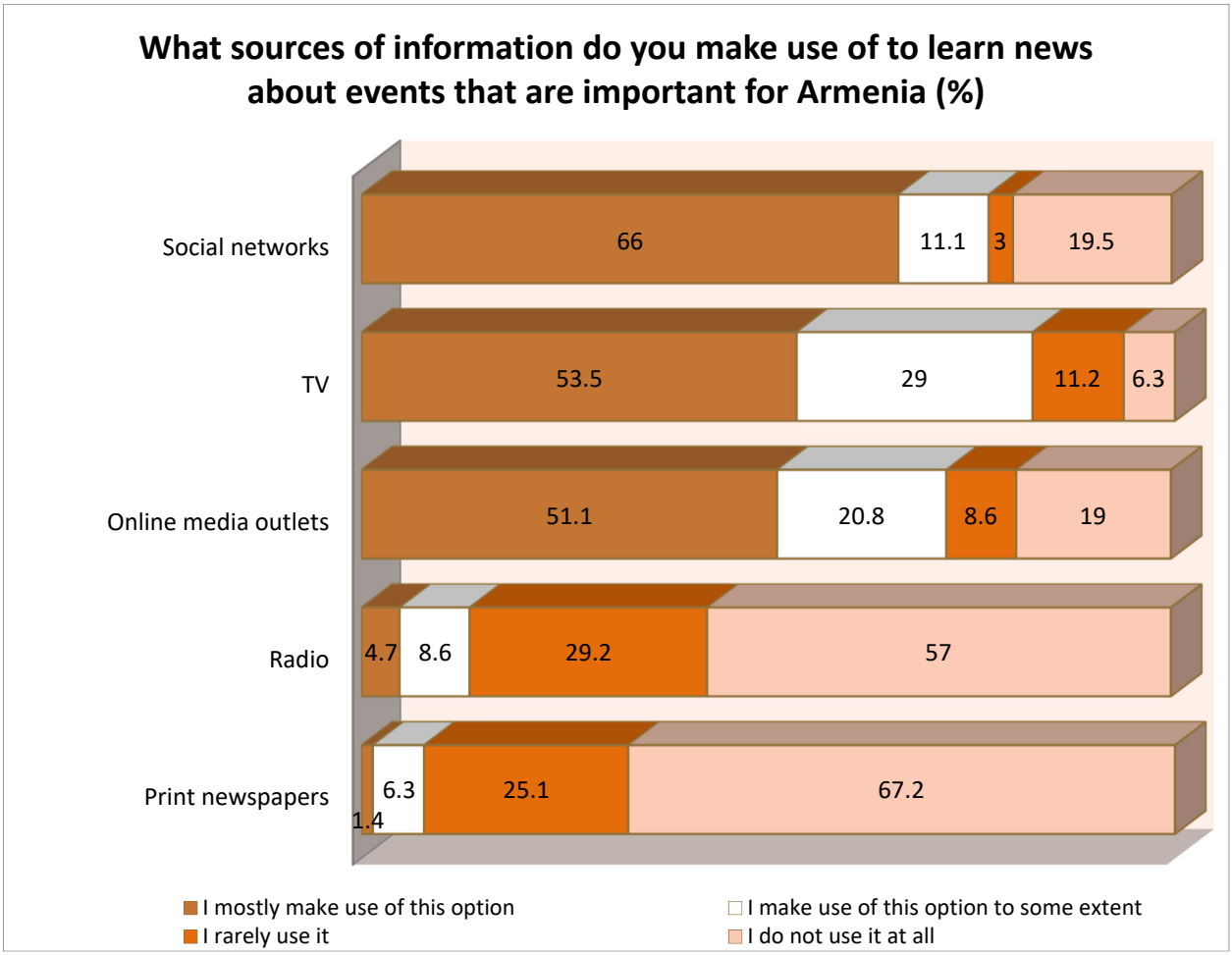


Social networks have gone ahead of all the remaining types of the media also in reference to the next question, namely which sources the population of Armenia makes use of to learn the news and to what extent.

Thus, 66% of the population makes the most use of social networks, and the numbers of those who learn their news from TV (53,5%) and online media outlets (51,1%) are almost commensurate. Those who make little use of radio and print media or those who do not make use of them at all constitute the vast majority.

See the graph below.

[2] The data on local TV channel views are in accordance with the responses received from the citizens who have local TV channels. They constituted 63,3% of all respondents.



What kind of information is of Interest?

From among the wide array of information, the population is mostly interested in materials on the army – 62,2%, materials on the Karabakh conflict – 58,3%, followed by materials on political issues – 49,8%, health care – 42,9%, societal and social issues – 42,3% each, and economy-related coverage – 41,9%. 1/3 of respondents were most interested in entertainment, documentary and historical pieces. Cultural content is most interesting for ¼ of the population.

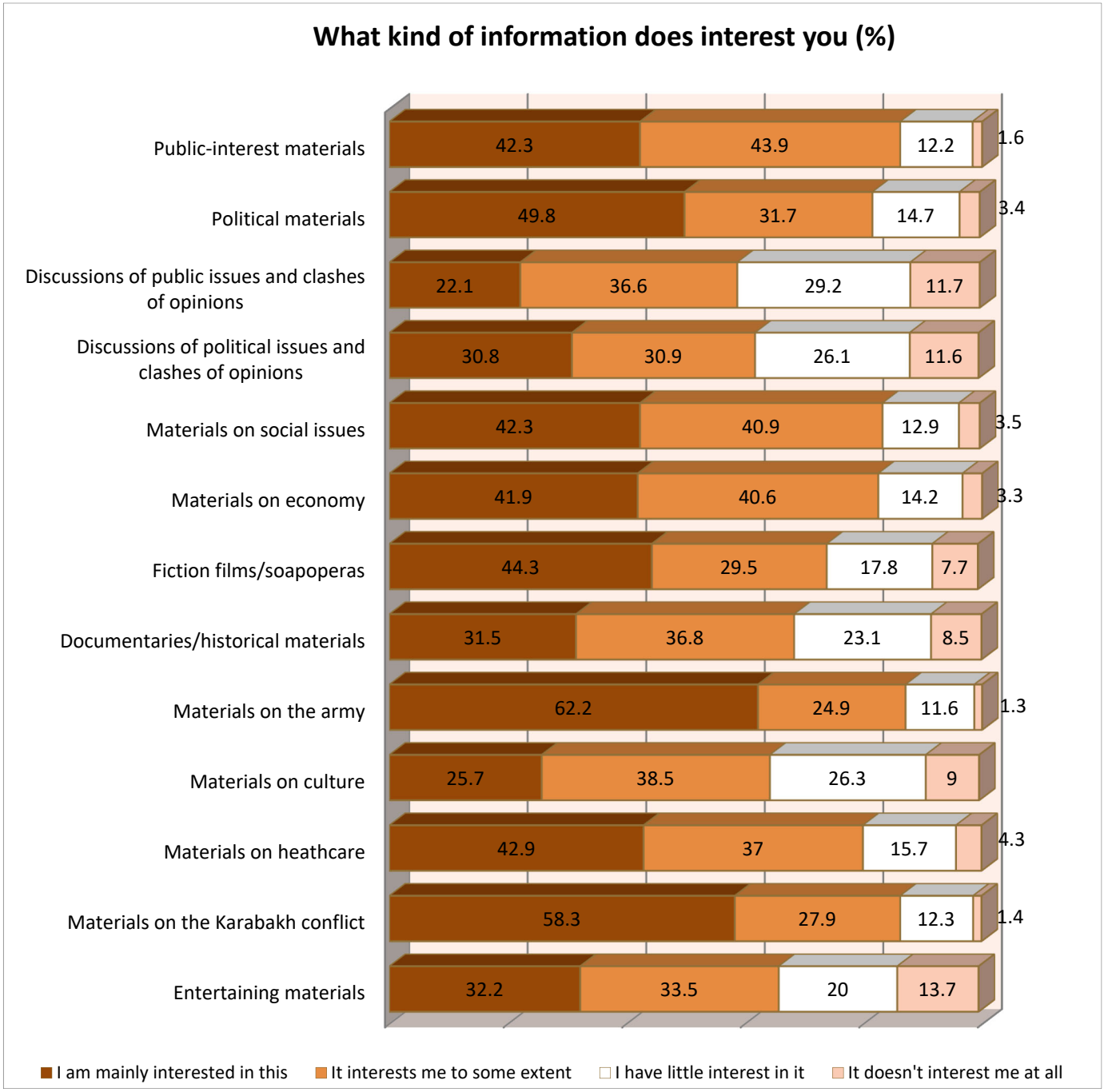
Those who expressed their high level of interest in materials on political matters (who said this is what interested them most) were citizens who had average social conditions in this group of respondents with income sufficient for food and essential goods. Whereas those respondents who had better or worse social conditions had significantly lower levels of interest in political news.

Women and citizens with average income expressed their high levels of interest in materials on social matters. The same is true for news on the economy.

The interest levels of 18 – 29 and 30 – 49 age groups in materials on the army are almost equal. The indicators of the highest levels of interest in materials on the army for these two groups are higher than those for 50 – 64 and 65+ age groups. Women are more interested in materials on the army than men.

The picture is almost the same for those who are most interested in information on the Karabakh conflict. The only difference is that marz population indicated a higher level of interest in these materials than Yerevan residents, and the indicators of rural population's interest in these matters is higher than those for the urban population.

For more details see Appendix, Who is most interested in what kind of information? Also see the graph below.

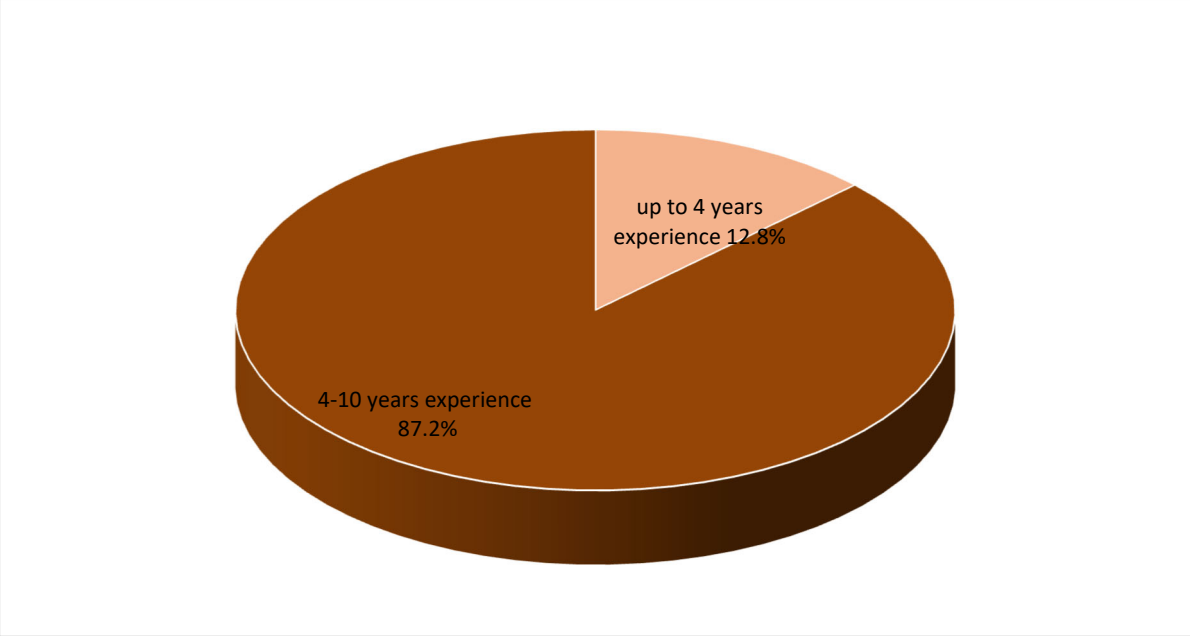


EXPERIENCE IN AND MOTIVATION FOR USING SOCIAL NETWORKS

How many years of experience, which social networks and how actively?

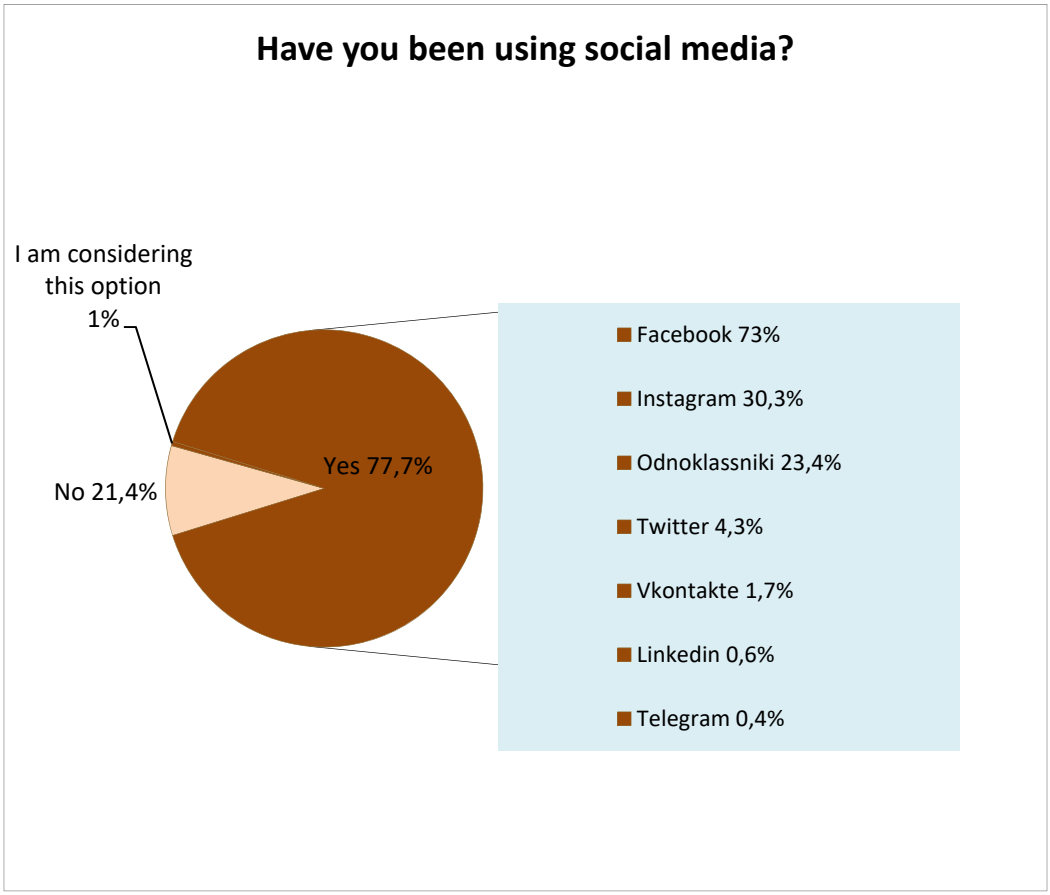
1150 citizens constituted a group of respondents the vast majority of which have 4 - 10 years of experience in social network use.

See the graph below.



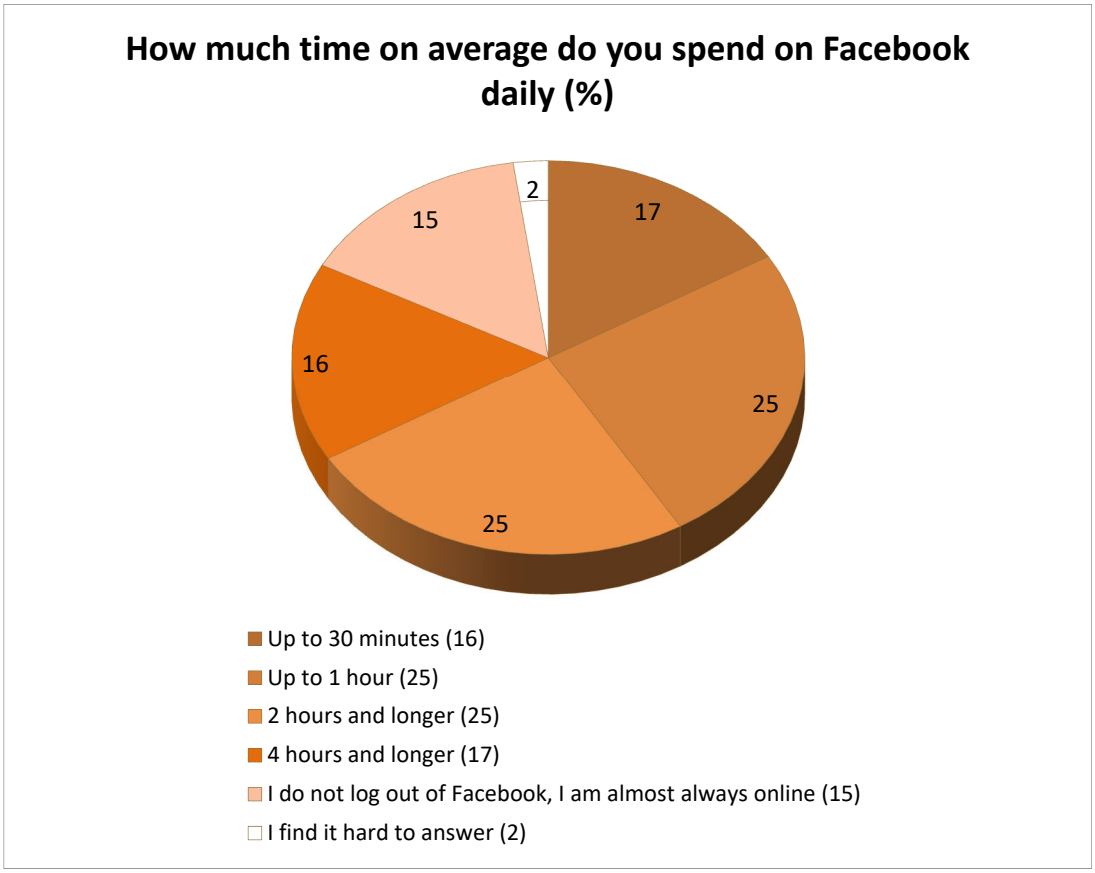
73% of the respondents are Facebook users, 1/3 use Instragram and 1/5 are on Odnoklassniki. The number of Twitter users is 5 times lower than the number of Odnoklassniki users in Armenia.

See the graph below.



The apparent majority of the community that uses Facebook from among all other social networks most actively spends a long duration of time in social networks, namely 2 hours and longer, 4 hours and longer. There are users who are constantly online on Facebook (15%). The number of Facebook users spending less time (daily up to 30 minutes) on the network is 16%.

See the graph below.



Social Network Users

The sizes of groups of people using social networks in Armenia differentiated on the basis of various features are laregly dependent on their age, levels of education, and social conditions.

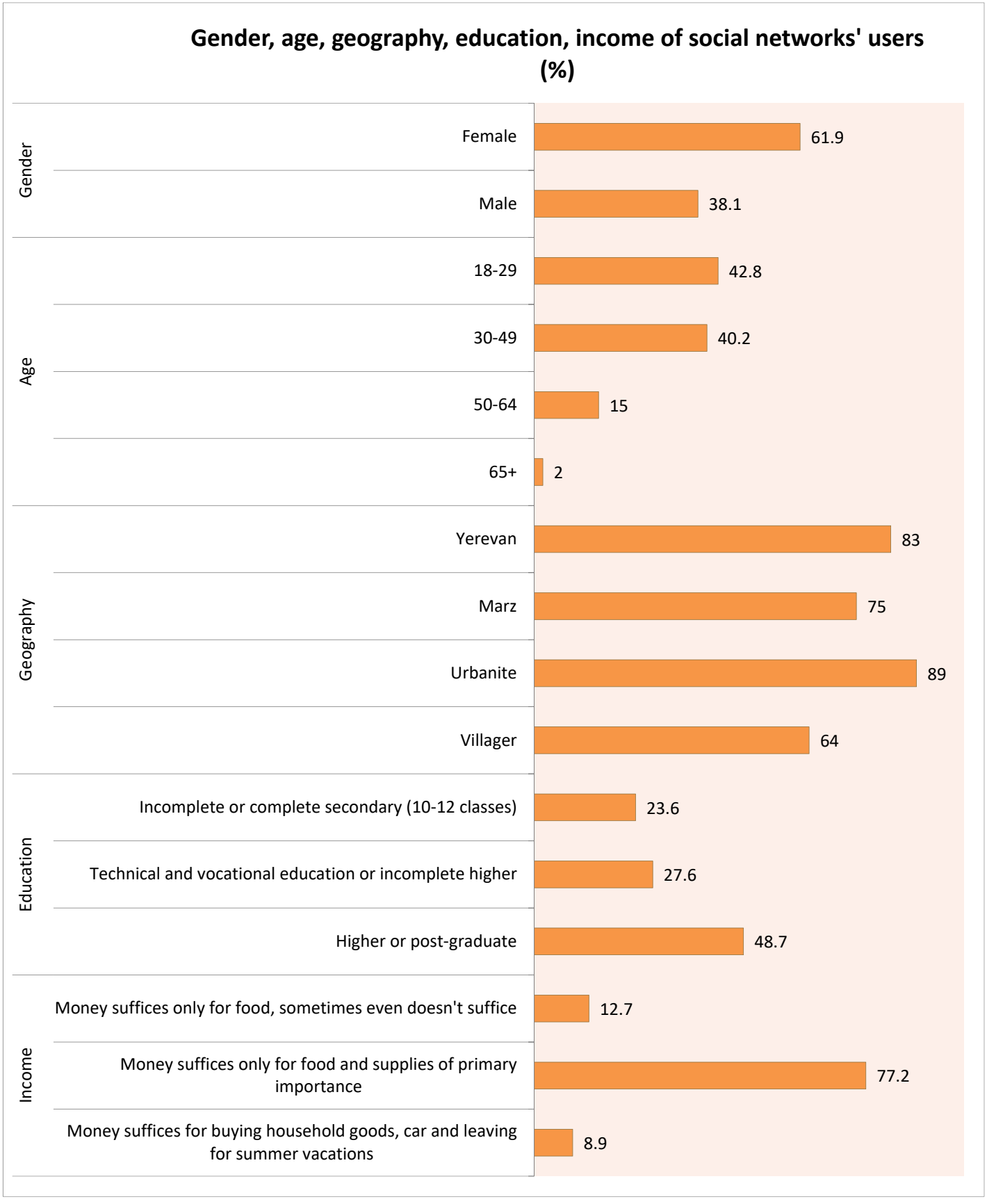
Thus, the majority of social network users are citizens under 50, as a matter of fact, the number of people in 18 – 29 and 30 – 49 age groups are almost commensurate. It is typical that 2% of social network users are citizens of 65 and above.

The number of citizens with incomplete/complete secondary (23,6%) and incomplete higher/vocational education (27,6%) are approximately equal. The group of users with a higher educational level is larger.

Those who said that their income sufficed for purchasing a car, other goods and vacation travels, were fewer than the users whose income sufficed for buying food and essental goods only. This is the highest indicator compared with the other social groups; 77,2%. The smallest is the group who estimated their income as high (the income is enough also for buying long-term use applianes, summer vacations – 8,9%).

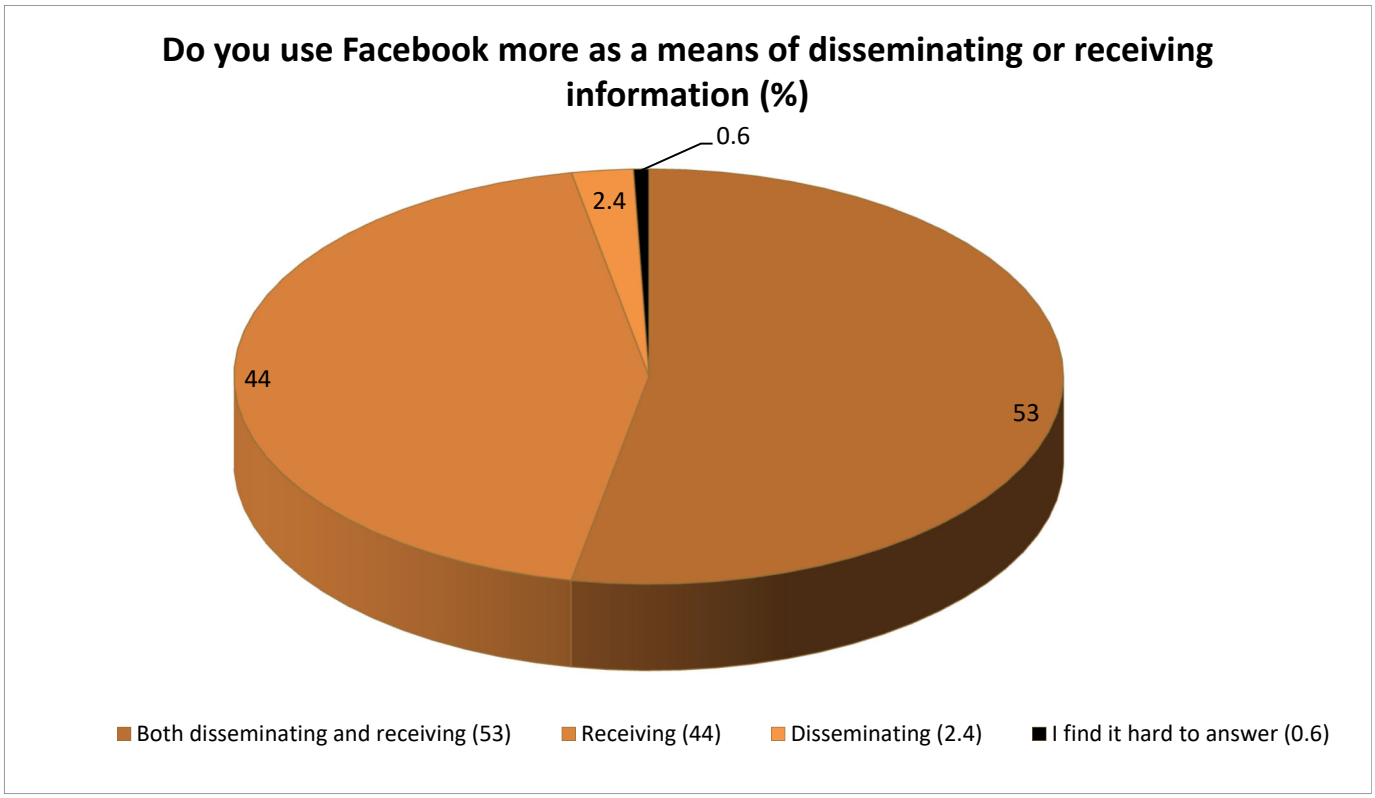
Female users in the group of the social networks' users significantly outnumber male users.

See the graph below.



Facebook Activities

Approximately half of the respondents (53%) use Facebook to receive and disseminate information. The second position is taken by those users who only receive information only from Facebook (44%). Only 2,4% of users refer to Facebook exclusively to disseminate information.

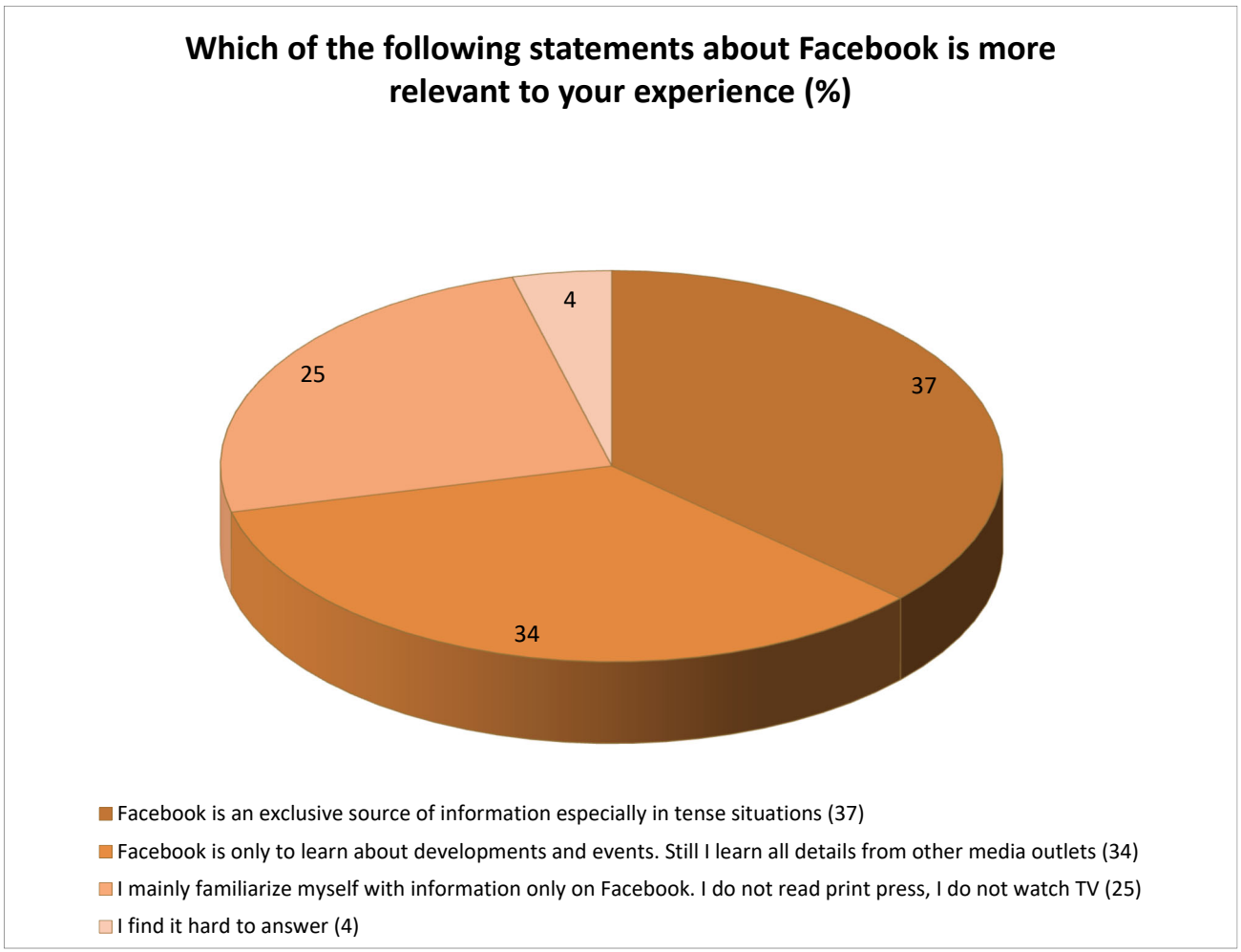


A little more than half of interviewed Facebook users (52,6%) interact with friends and family here. For 40,9% Facebook is a form of pastime. It is a means of receiving information about public figures as stated by approximately 29% of respondents; 24% believe it is a means of receiving information in tense situations. Those who also indicated it as a means of disseminating their own opinions, looking for audience, raising social issues among their activities on Facebook, totaled to 33,6%. For 7,3% Facebook is a means of business development.

See Appendix, What is Facebook for you?

1/4 of respondents can be called nihilists. They are satisfied with the information available on Facebook, they do not read the print media, they do not watch TV. 34% said that Facebook is only to learn about events and developments, because they learn all the details from media outlets anyway. And by the evaluation of 37%, Facebook is an exceptional source in tense situations.

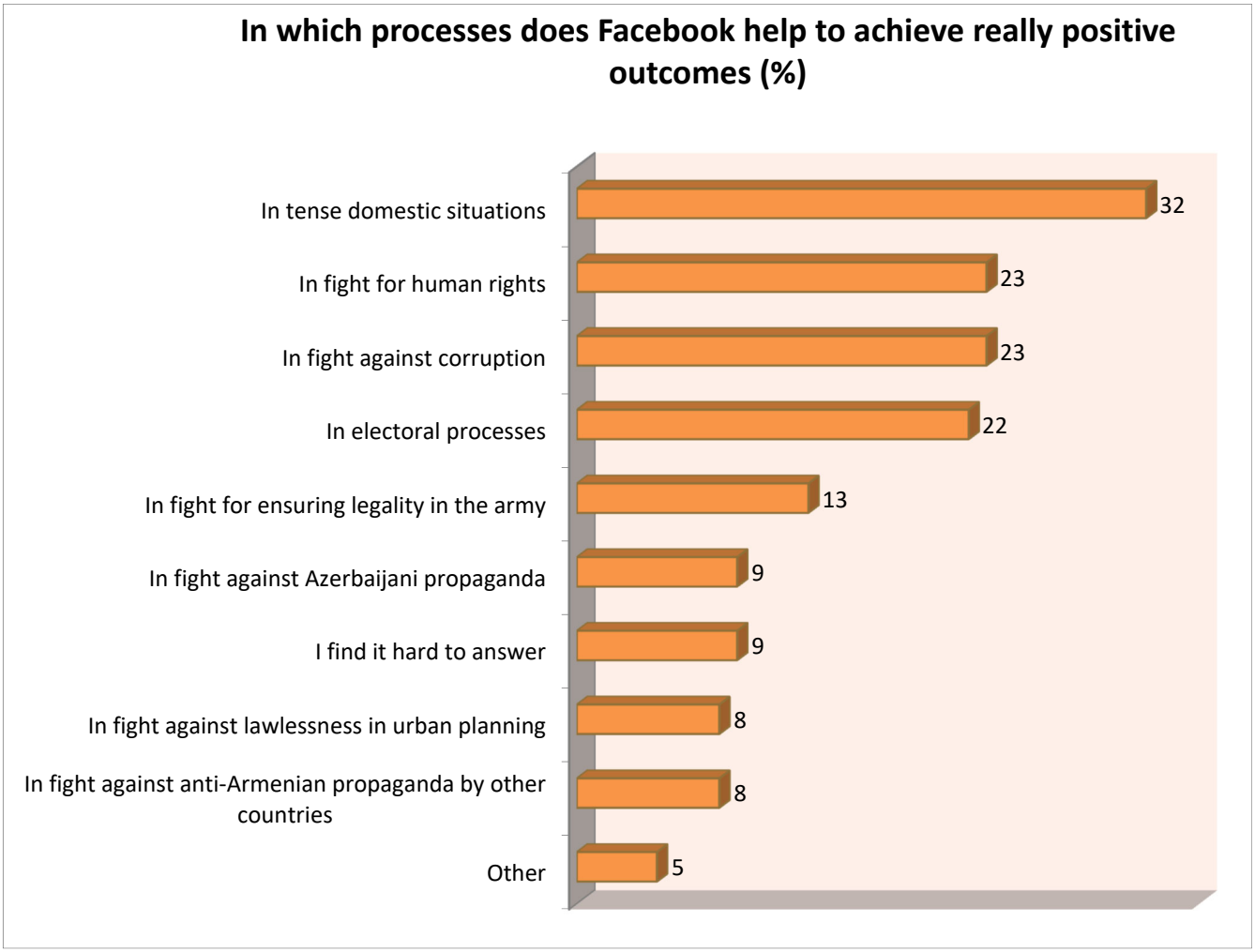
See the graph below.



Effectiveness of Facebook as Evaluated by Users

In response to the question “What processes does Facebook help you attain really positive outcomes in?”, 32% of the respondents mentioned tense domestic situations, totaling to equal groups with indications of the fight against corruption, struggle for the protection of human rights (23% each) and electoral processes (22%).

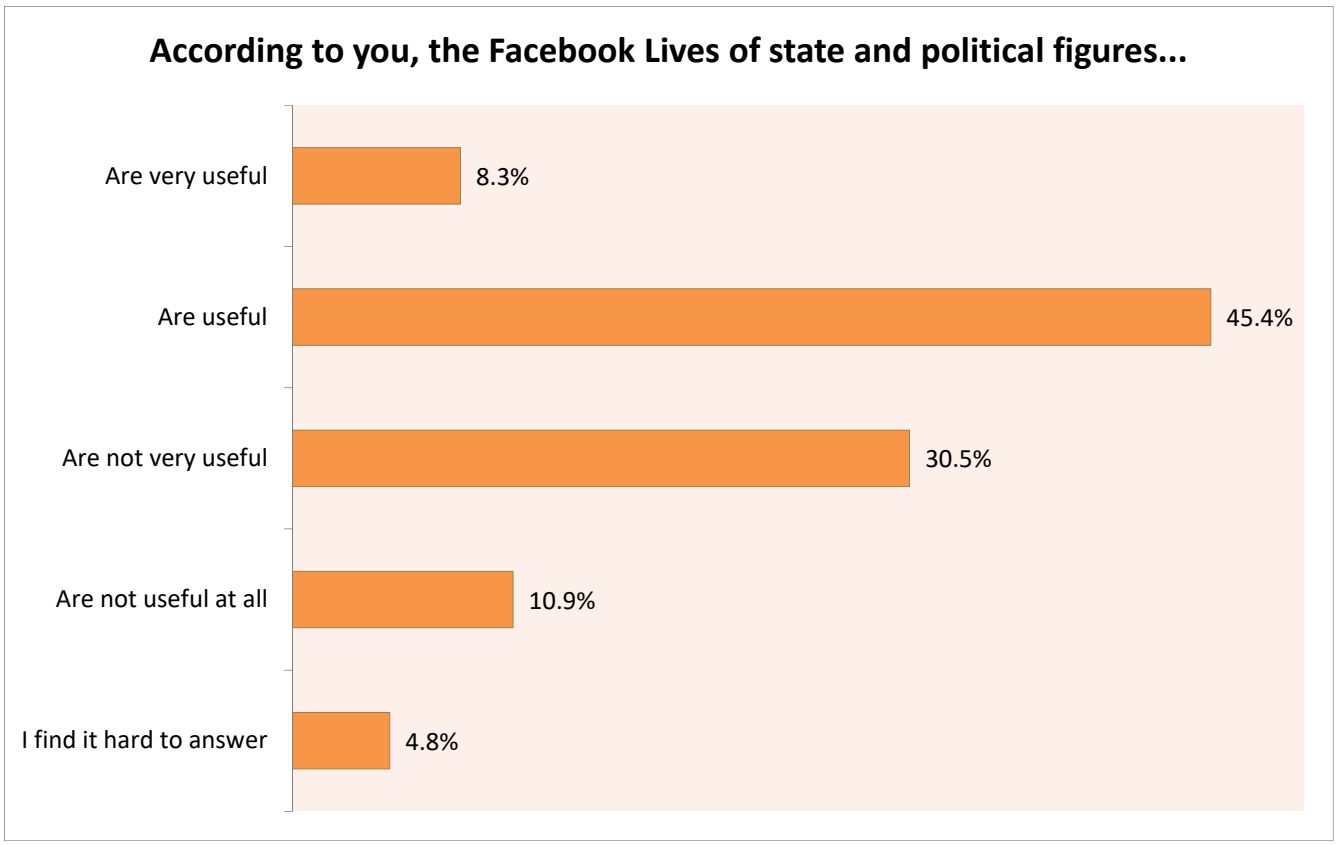
See the graph below.



Reactions to State and Political Figures' Facebook Lives

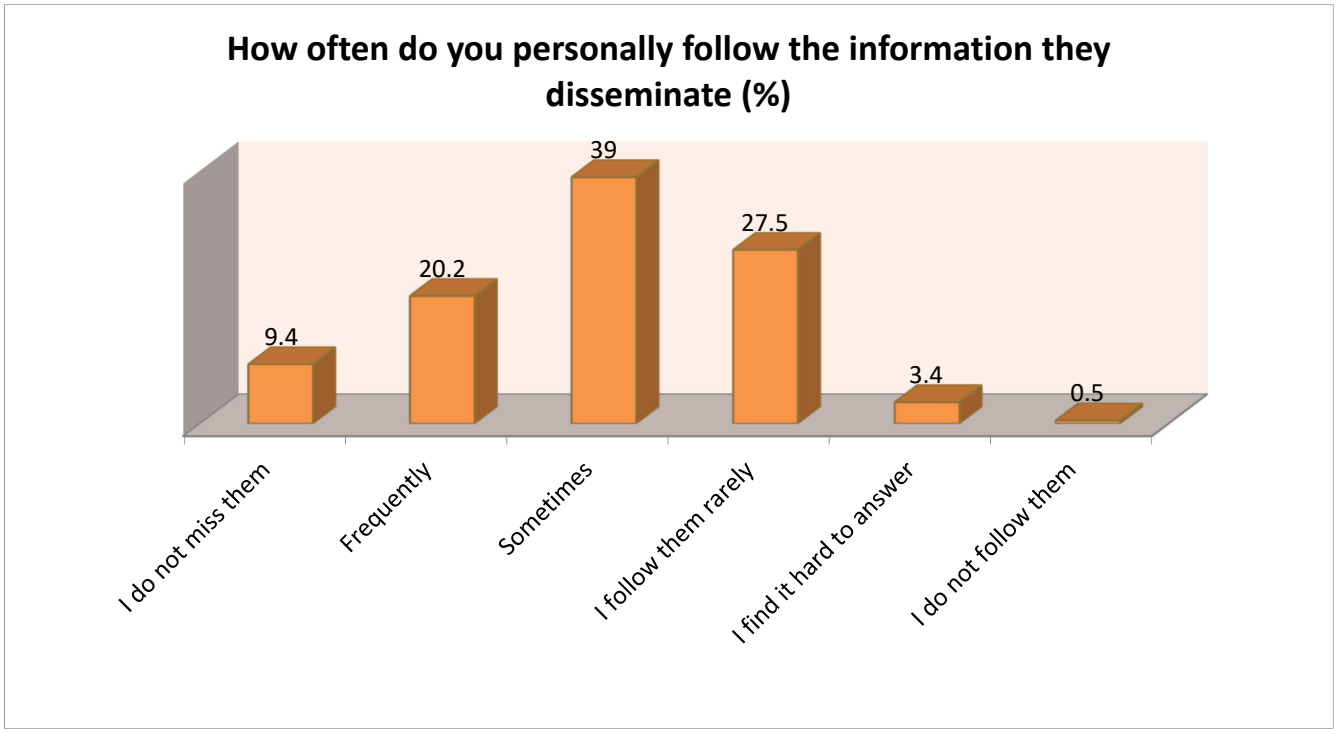
By the evaluation of the Armenian population, the Facebook lives by state and political figures are more useful rather than useless.

Thus, 53,7% said they were useful. And 41,4% demonstrated skepticism towards the Facebook Lives by these figures. The users from this group mentioned that they were not quite useful or were not useful at all.



Regardless of this, fewer users stably follow ("do not miss", "frequently follow", totaling approximately to 30%) the content of political and public figures' Facebook Lives. The considerable part follows Lives from time to time (they follow sometimes, they follow rarely - together approximately 66.5%).

See the graph below.



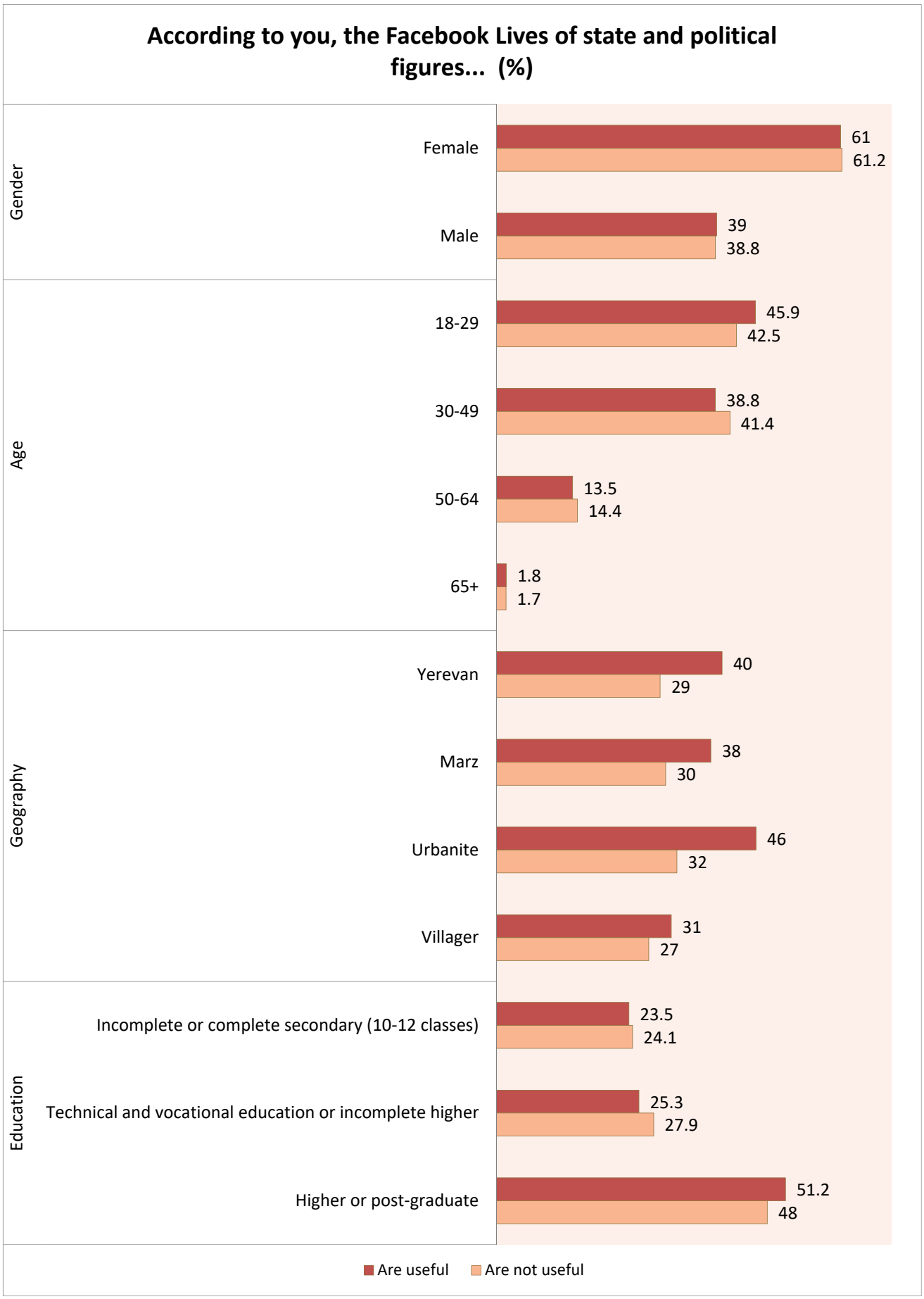
It is noteworthy that the ratio of respondents who considered Facebook lives as absolutely useful, one the one hand, and those who did not give an absolute assessment and gave an absolutely negative evaluation to the Facebook Lives by state and political figures, on the other hand, is insignficant within the same group. Thus, the difference between women who considered the Facebook lives useful vs. useless within the female group, as well as men who rendered Facebook Lives useful vs. useless within male group amounted to 0,2% maximum.

And for example, the difference between the residents of Yerevan and the residents of the marzes who expressed contrasting opinions on this question is essentially large.

The residents of Yerevan who believed that the Facebook Lives were useful outnumbered those who believed the opposite by 11%. There is a bigger discrepancy among all respondents. Urban dwellers who believed that Facebook Lives were useful were outnumbered urban dwellers who thought they were not quite useful or were not useful at all by 14%.

Whereas generally there are more of those who believed the Facebook Lives were useful in the 18 – 29 age group and among city dwellers, unlike rural dwellers, as well as among citizens with higher and post-graduate education.

See the graph below.


According to you, the Facebook Lives of state and political figures... (%)
Gender
Female
61
61.2
Male
39
38.8
Age
18-29
45.9
42.5
30-49
38.8
41.4
50-64
13.5
14.4
65+
1.8
1.7
Geography
Yerevan
40
29
Marz
38
30
Urbanite
46
32
Villager
31
27
Education
Incomplete or complete secondary (10-12 classes)
23.5
24.1
Technical and vocational education or incomplete higher
25.3
27.9
Higher or post-graduate
51.2
48
Are useful
Are not useful

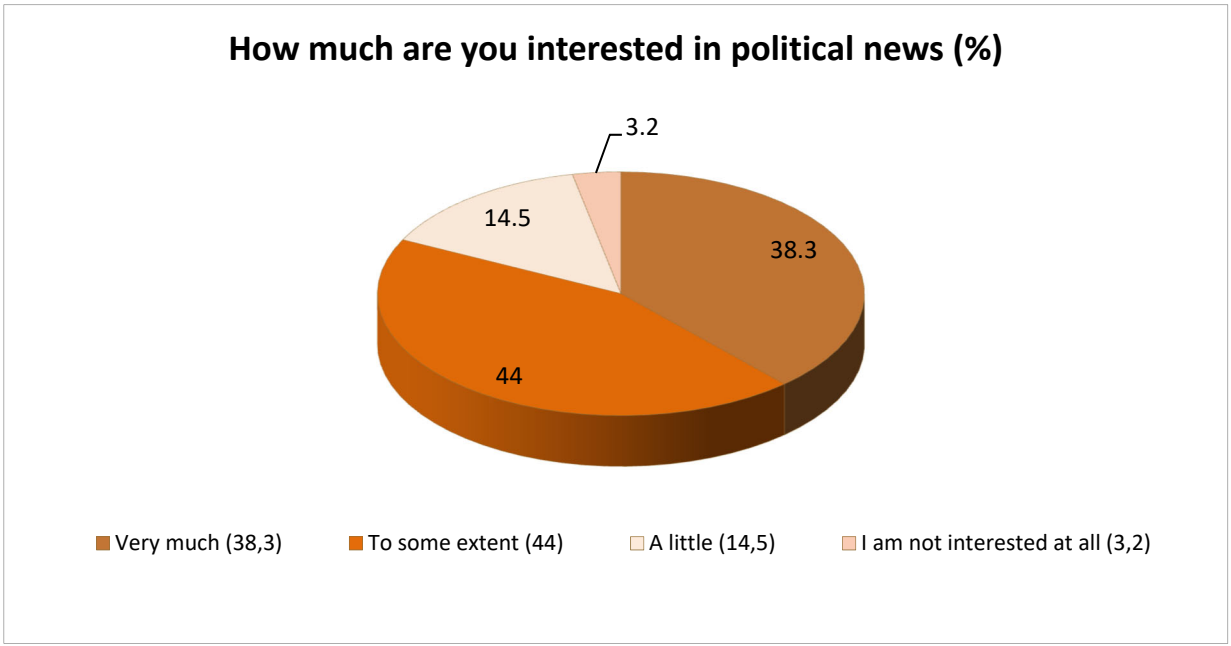
INFORMATION PREFERENCES FOR LEARNING ABOUT ELECTORAL PROCESSES

Attitude towards Elections

The public opinion poll revealed the attitude of the citizens towards political, including electoral processes in the country.

Thus, only 17,7% of 1150 citizens had little or no interest in political news. Others said they had great or some interest in political news.

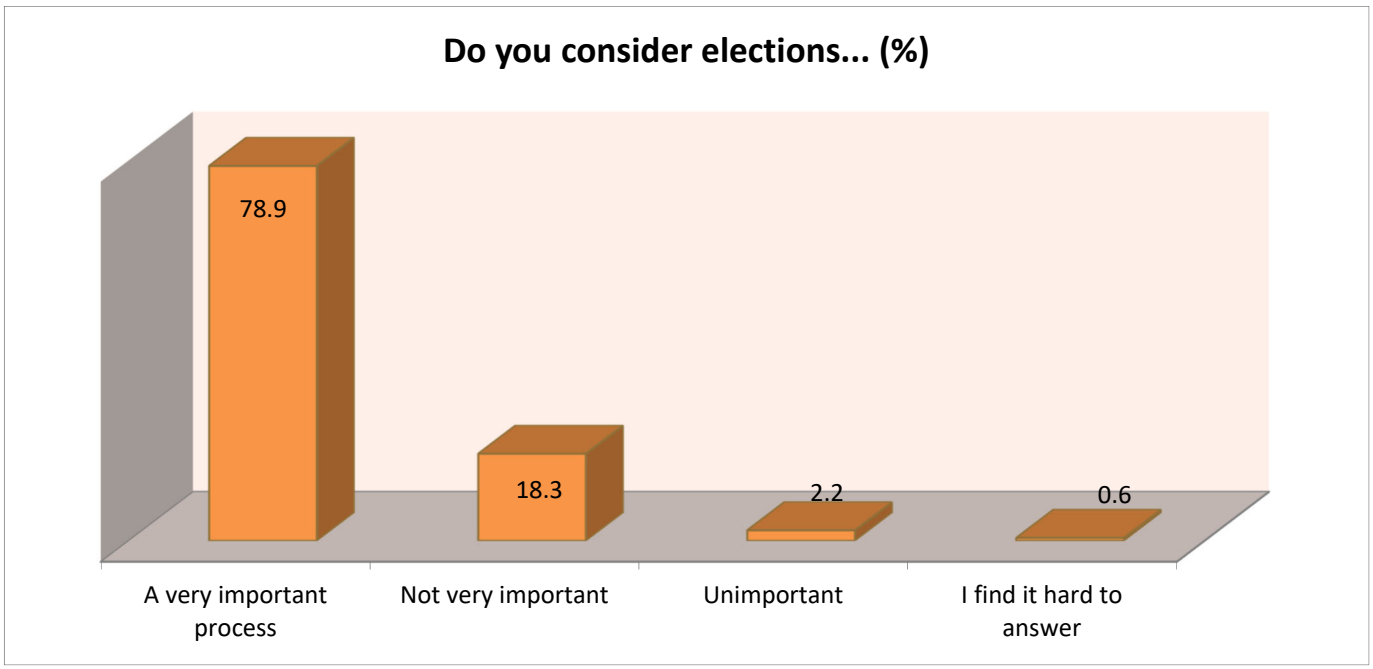
See the graph below.

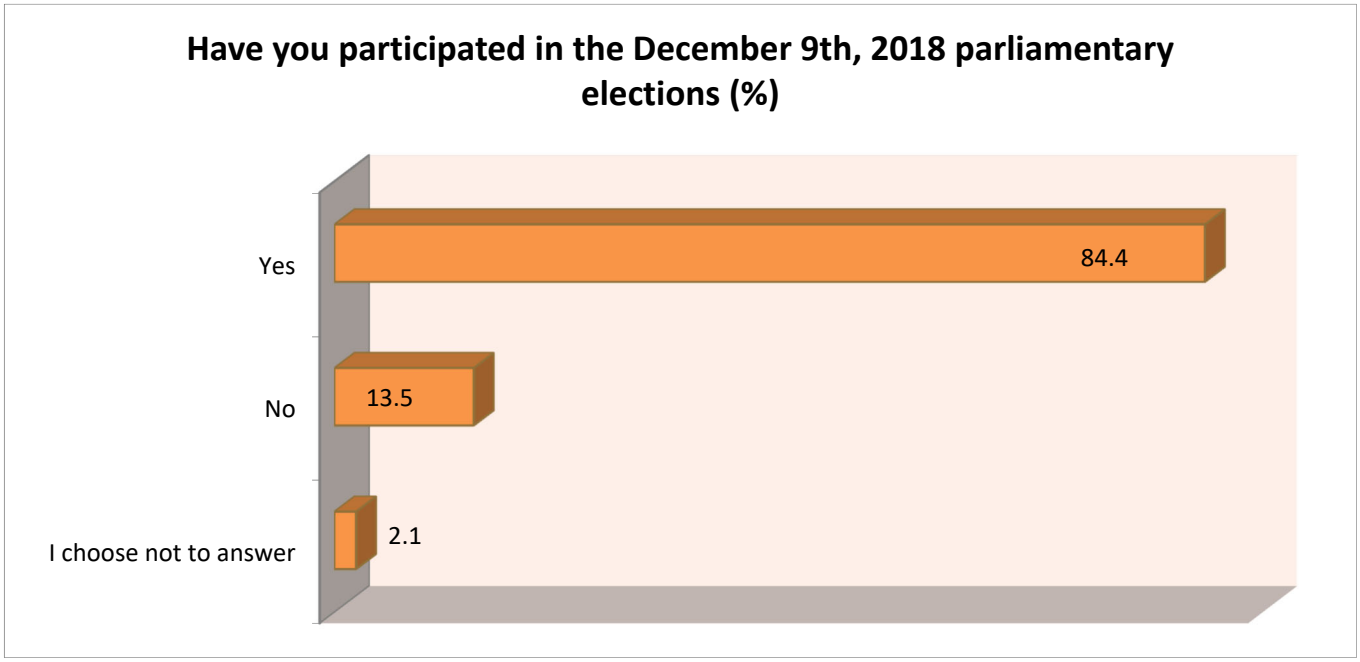


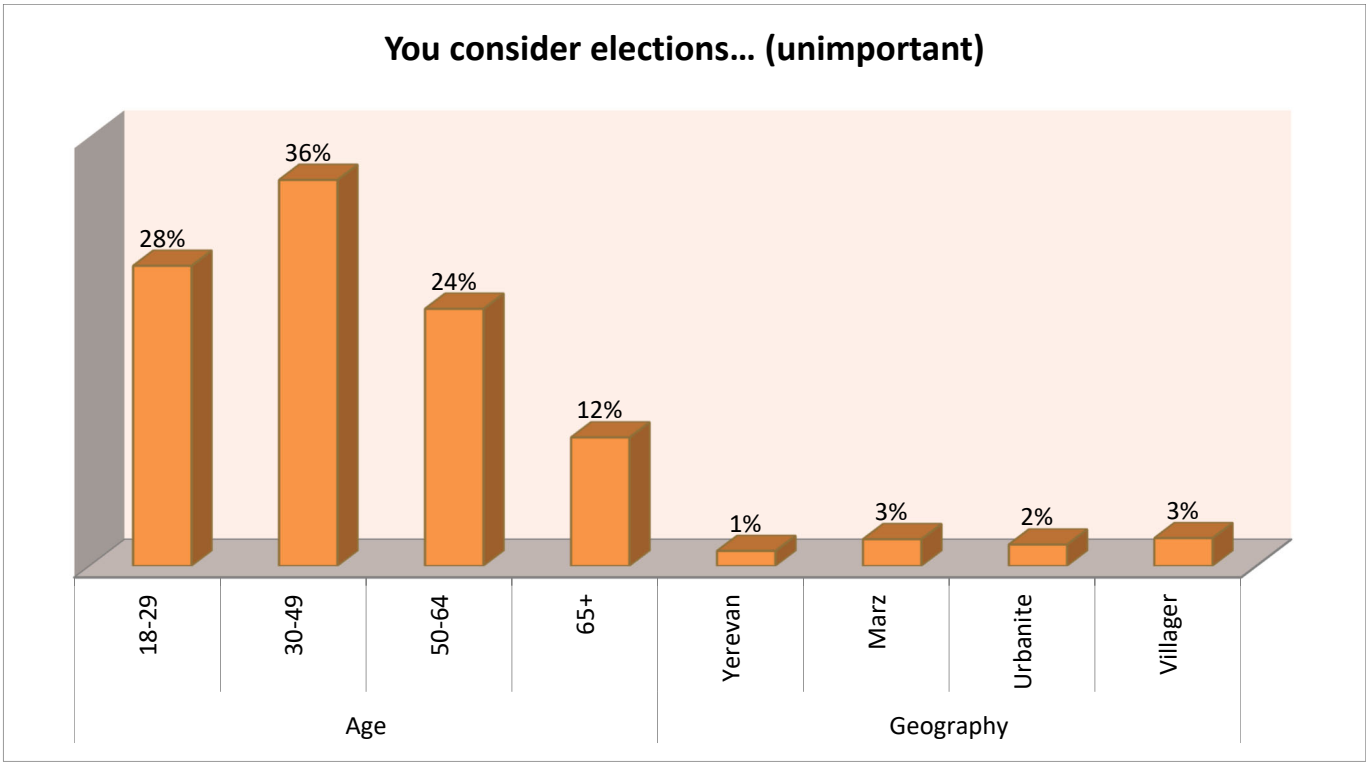
The majority of citizens considered the elections to be a very important process (78,9%) and participated in 2018 national elections ("Yes, I participated in the elections" – 84,4%). The number of those who think that the elections are not very important/are unimportant is almost 4 times smaller (20,5%) than the number of those who believed they were very important.

It is noteworthy that only 25 citizens who believed that the elections were unimportant belonged to all age groups, of which 20 lived in marzes and 5 lived in Yerevan. The difference between the urban and rural population was not very stark.

See the graphs below.


Do you consider elections... (%)
78.9
18.3
2.2
0.6
A very important process
Not very important
Unimportant
I find it hard to answer

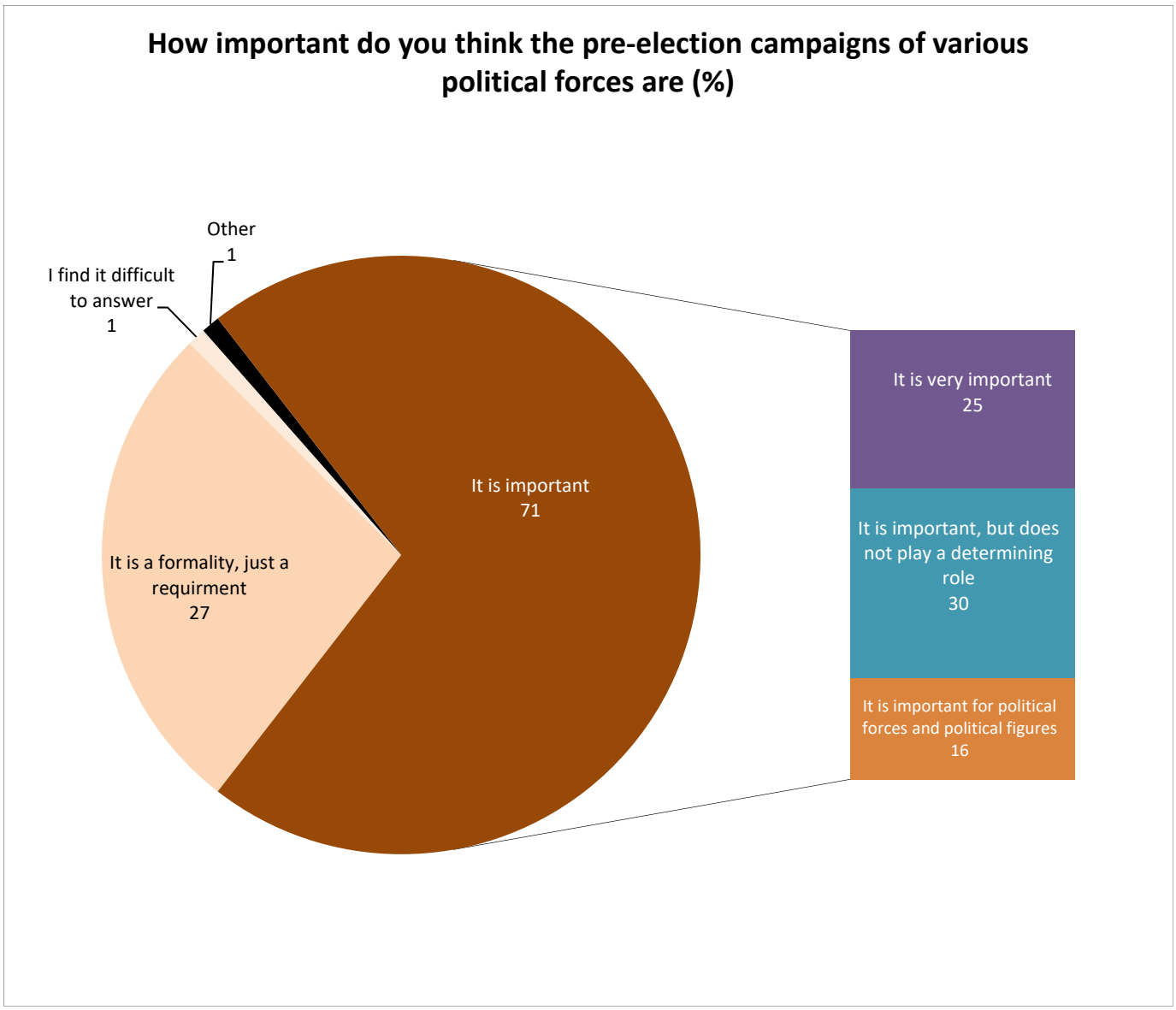

Have you participated in the December 9th, 2018 parliamentary elections (%)
Yes
84.4
No
13.5
I choose not to answer
2.1



Opinions about Electoral Campaigns and the Motivation to Follow/not to Follow Them

The majority of the population consider campaign important. However, only 1/4 of citizens who responded in this manner gave an absolutely positive evaluation ("campaigns are extremely important" – 25%). Others thought that even though campaigns were important, they did not play a signficant role or were important for competing forces and not the electorate. Those who had a more skeptical attitude amounted to 27% (the campaign is a compulsory, yet formal process).

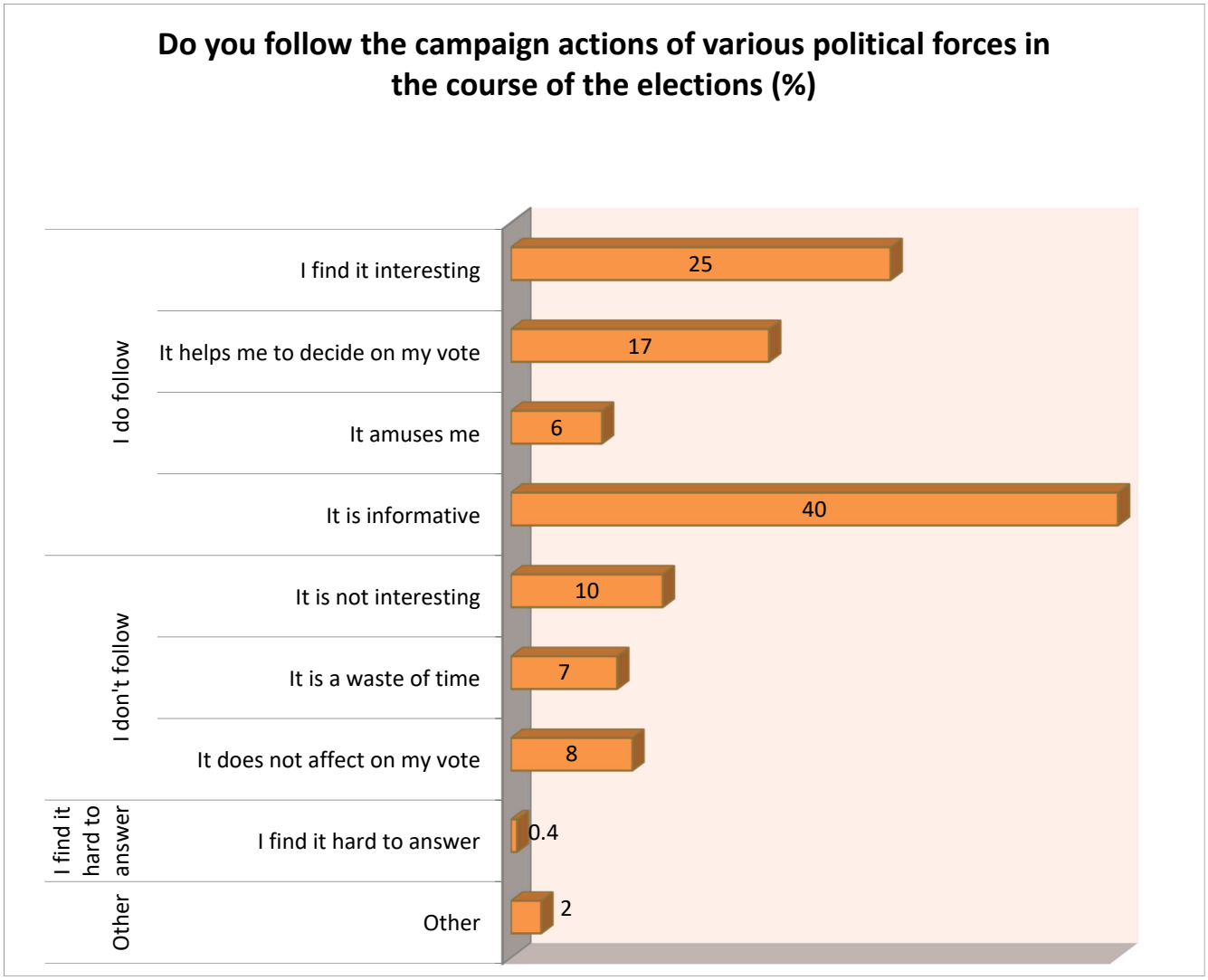
See the graph below.



According to the answers given by the population, they follow campaigns in order to be informed. Second same responses stating that they follow because the campaigns are interesting and because they guide the audience. 6% of the residents follow campaigns because they are entertaining.

Citizens who do not follow the campaign explain this, saying they are not interesting, that following campaigns is a waste of their time and that campaigns do not impact on their choice and vote.

See the graph below.



Sources Used to Follow Campaigns, Interesting Forms of Campaign

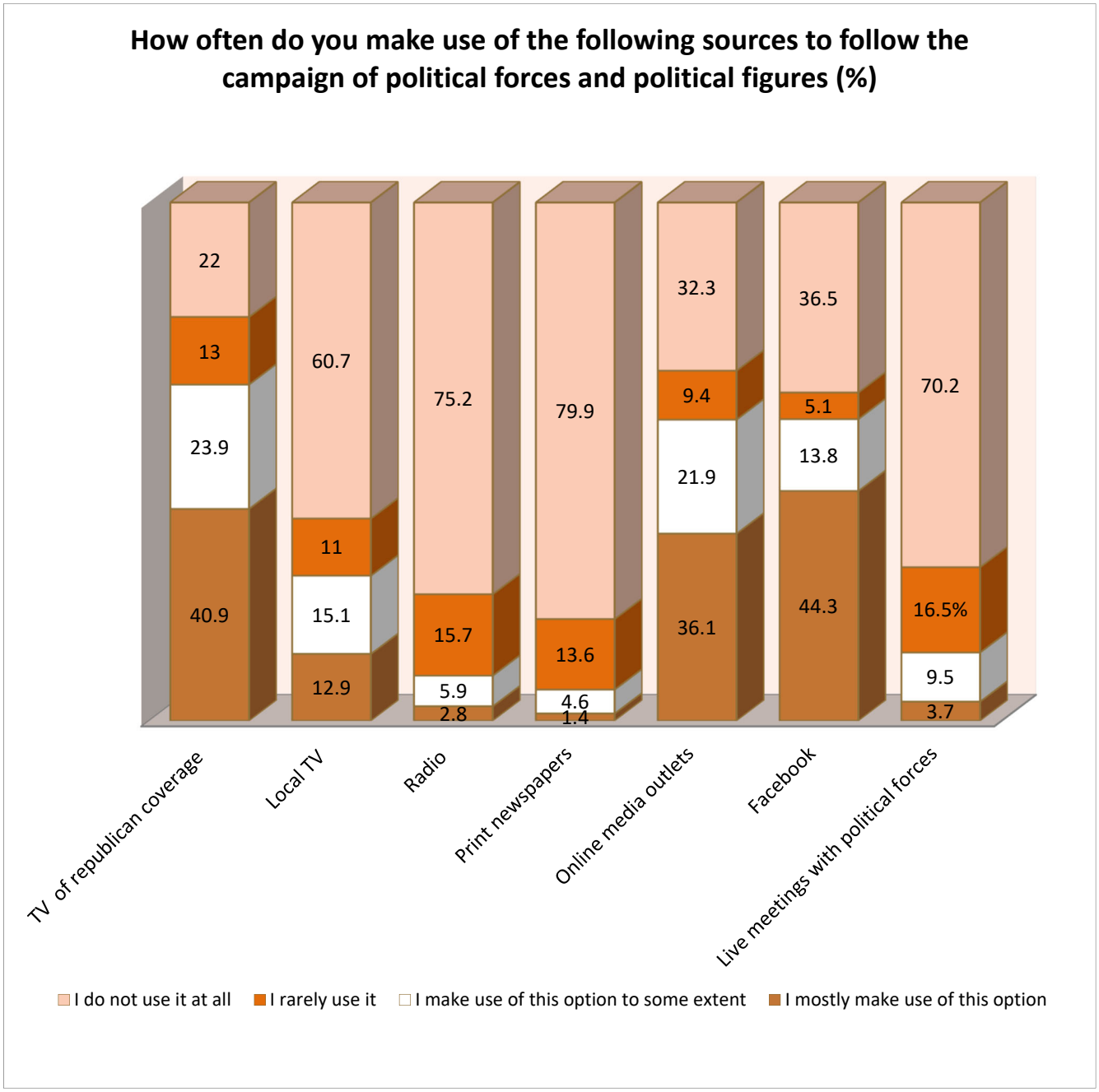
Those who followed the campaigns of political forces mainly on Facebook (44,3%) outnumber those who followed the campaign mainly on TV (40,9%) and online media (36,1%).

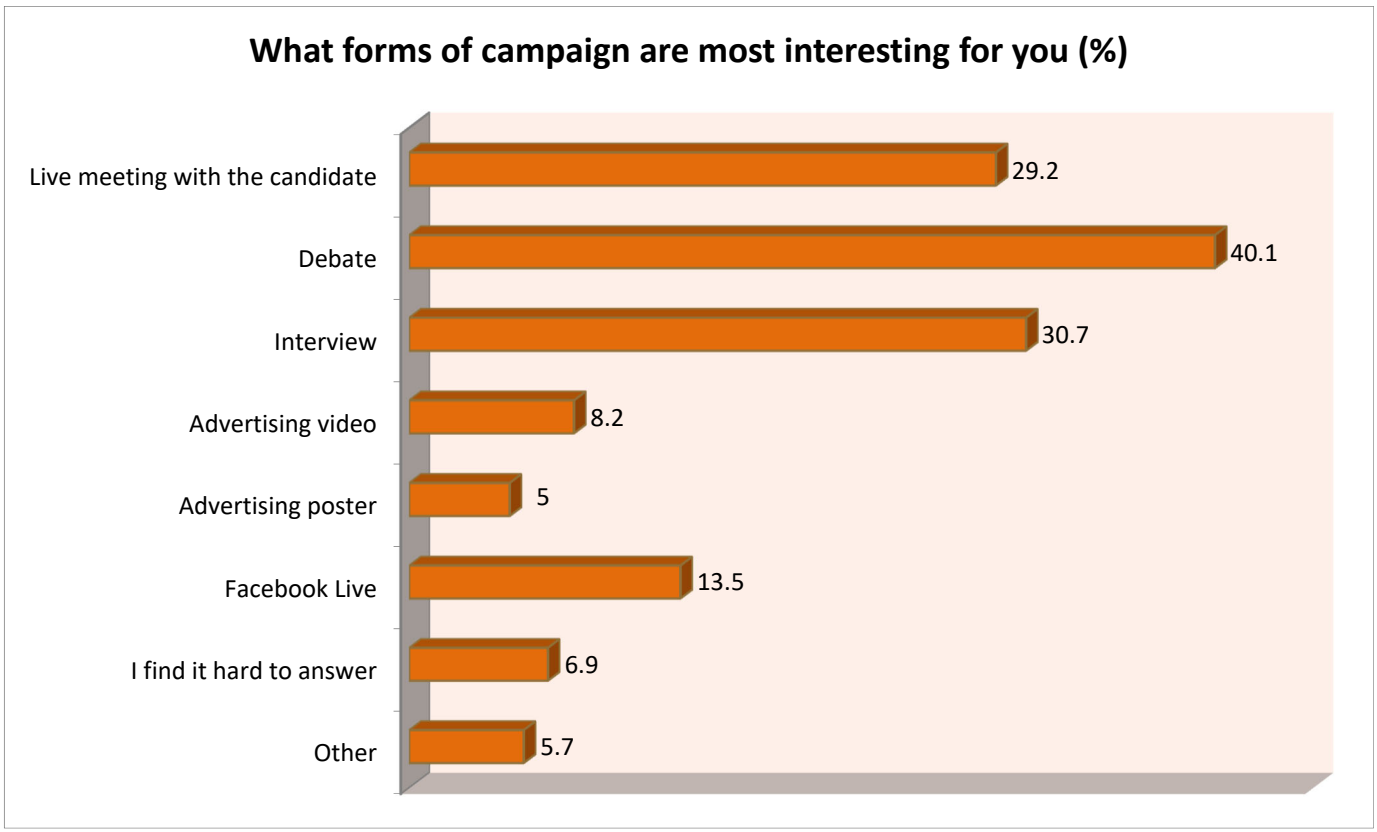
70% of the population did not participate in face to face meetings with the candidates. The vast majority of the population does not follow campaigns on the radio, local TV channels and print media.

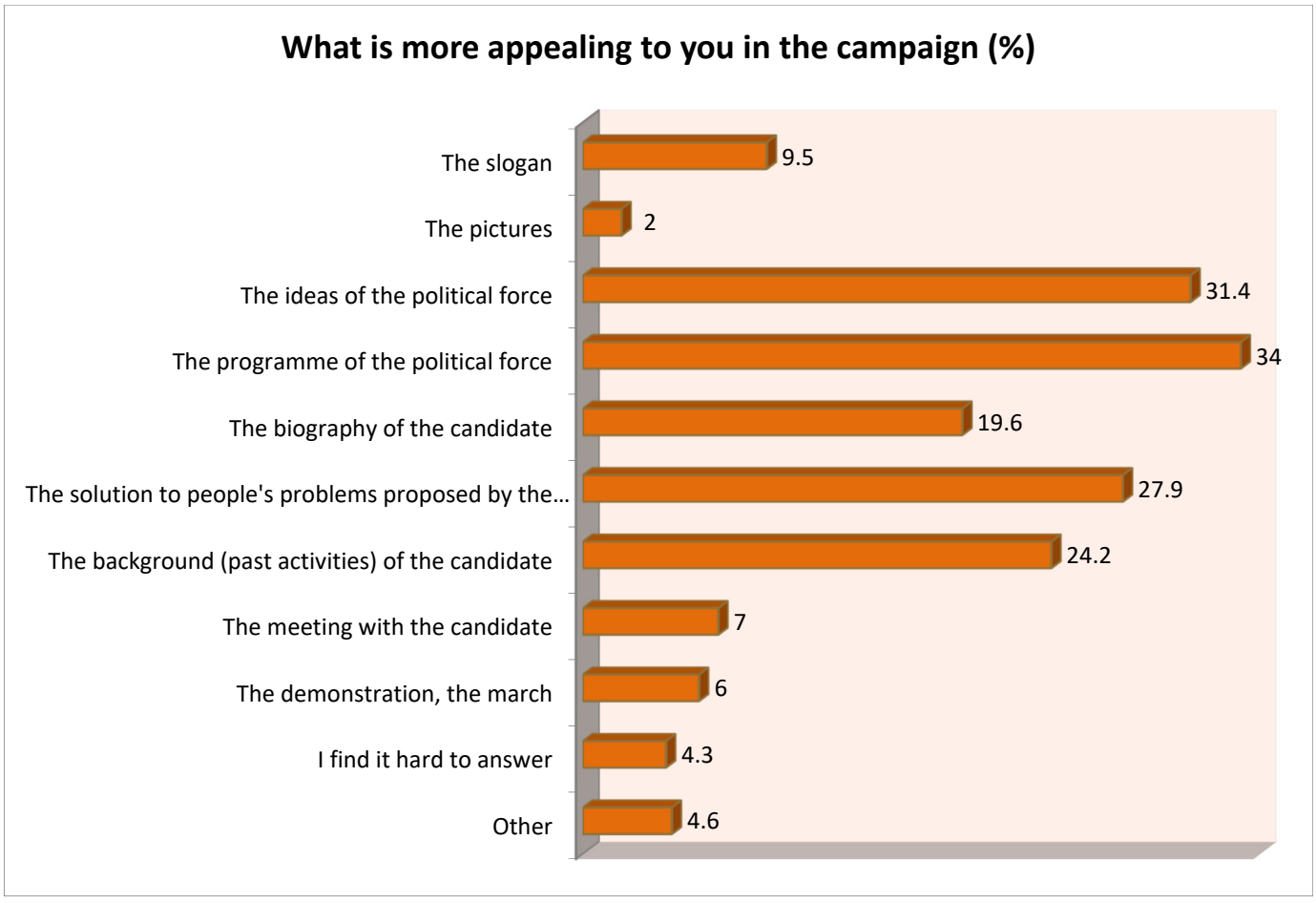
By the way, during the campaign the pubic was more interested in debates – 40,1%, interviews – 30,7%, real life meetings -29,2%. Next came the indicator of Facebook Lives, namely 13,5%.

In the campaign stage, the candidates' programs, ideas and problem solving capacity, their past activity and biography are mostly decisive for the population. The purely

propaganda elements –slogans, pictures, meetings with the electorate, demonstrations and marches, videos and posters are of little significance.
See the graphs below.

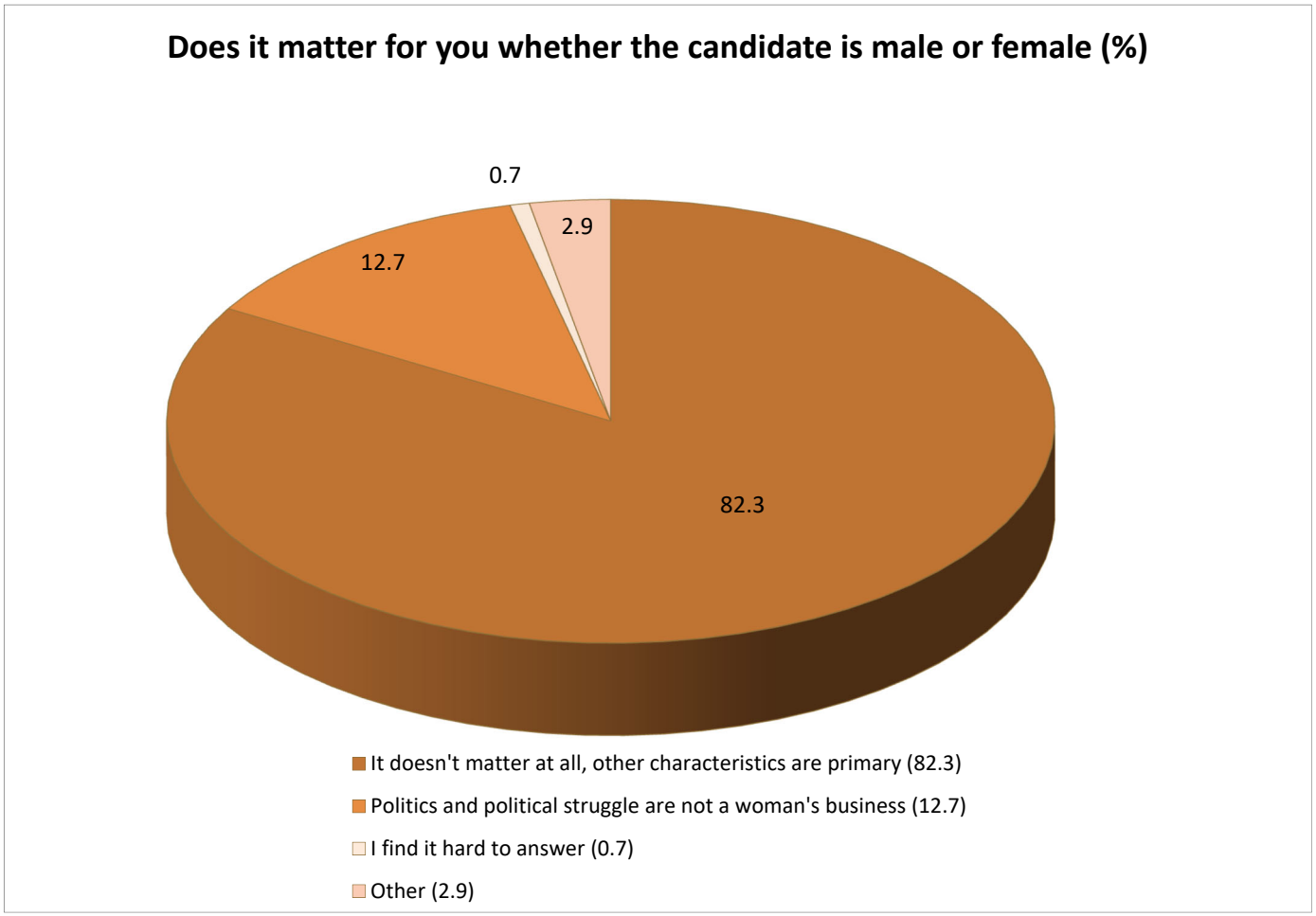


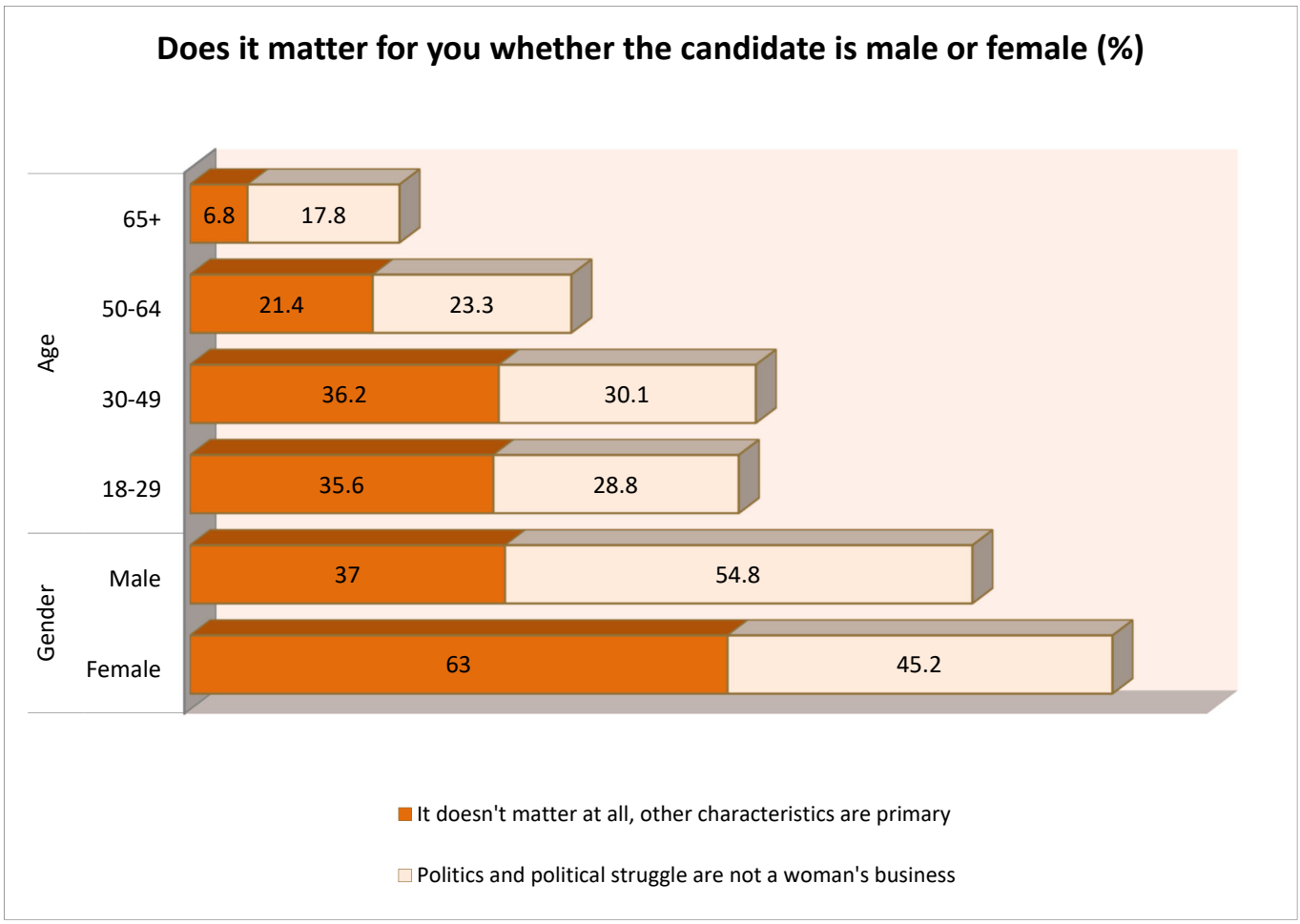

What forms of campaign are most interesting for you (%)
Live meeting with the candidate
29.2
Debate
40.1
Interview
30.7
Advertising video
8.2
Advertising poster
5
Facebook Live
13.5
I find it hard to answer
6.9
Other
5.7


What is more appealing to you in the campaign (%)
The slogan
9.5
The pictures
2
The ideas of the political force
31.4
The programme of the political force
34
The biography of the candidate
19.6
The solution to people's problems proposed by the...
27.9
The background (past activities) of the candidate
24.2
The meeting with the candidate
7
The demonstration, the march
6
I find it hard to answer
4.3
Other
4.6

The gender of the candidates does not matter in the view of 82,3% of Armenia's population, since other characteristics are primary. 12,7% consider that politics is not a woman's business. As a matter of fact, 45% of those who think this way are women.

See the graph below.




Does it matter for you whether the candidate is male or female (%)
Age
65+
50-64
30-49
18-29
Gender
Male
Female
6.8
17.8
21.4
23.3
36.2
30.1
35.6
28.8
37
54.8
63
45.2
It doesn't matter at all, other characteristics are primary
Politics and political struggle are not a woman's business

APPENDIX

1. Questionnaire

Section 1. Media Consumption Practices

1. What is, in general, the primary source you get current news from? (Please, mention only one answer)

1. TV
2. Radio
3. Newspapers
4. Internet
5. Relatives, friends, neighbours
6. Other (please specify) _____
7. I find it hard to answer

2. How often do you make use of the following sources of information?

N	Source	Daily	Weekly	Once or twice a month	So rarely that I cannot mention concretely	I do not use them	I find it hard to answer
1	TV channels of republican coverage	1	2	3	4	5	6
2	Local TV channels	1	2	3	4	5	6
3	Russian TV channels	1	2	3	4	5	6
4	TV channels from other countries	1	2	3	4	5	6
5	Armenian radio channels	1	2	3	4	5	6
6	Radio channels from other countries	1	2	3	4	5	6
7	Armenian print newspapers	1	2	3	4	5	6
8	Armenian online media outlets	1	2	3	4	5	6
9	Social networks	1	2	3	4	5	6

3. What kind of information does interest you?

N	Information	I am mostly interested in it	It interests me to some extent	I have little interest in it	It does not interest me at all	It is hard to answer
1	Public-interest news	1	2	3	4	5
2	Political news	1	2	3	4	5
3	Discussions of public issues and clashes of opinions	1	2	3	4	5
4	Discussions of political issues and clashes of opinions	1	2	3	4	5
5	Social issues	1	2	3	4	5
6	Economic issues	1	2	3	4	5
7	Fiction films/soapoperas	1	2	3	4	5
8	Documentaries/ Historical materials	1	2	3	4	5
9	Materials on the army	1	2	3	4	5
10	Materials on culture	1	2	3	4	5
11	Healthcare issues	1	2	3	4	5
12	Materials on the Karabakh conflict	1	2	3	4	5
13	Entertainment	1	2	3	4	5
14	Other (specify)_____	1	2	3	4	5

4. What sources of information do you make use of to learn news about events that are important for Armenia?

N	Source	I mostly make use of this option	I make use of this option to some extent	I rarely use it	I do not use it at all	I find it hard to answer
1	TV	1	2	3	4	5
2	Radio	1	2	3	4	5
3	Print newspapers	1	2	3	4	5
4	Online media outlets	1	2	3	4	5
5	Social networks	1	2	3	4	5

Section 2. Experience and Motivation of Using Social Networks

5. Have you been using social media?

1. Yes (specify, since) _____
2. No
3. I am considering this option

[If not, go to the question 14.]

6. Which social media are you making use of?

1. Facebook
2. Instagram
3. Twitter
4. Youtube
5. Odnoklassniki
6. Other (specify) _____

[If he/she does not use Facebook, go to the question 14.]

7. What is Facebook for you? (Tick up to five answers)

1. An audience
2. A form of pasttime
3. E-mail
4. A means to interact with my friends and family
5. A means of business promotion
6. A means to write to the leaders of the country

7. A means to share my opinion about matters that concern me
8. A means to receive information about public people
9. A means to receive information and news promptly in tense situations
10. A means of raising social issues
11. A means of organizing social initiatives
12. A means of receiving information from social initiatives
13. A means to familiarize myself with other's advice on private matters I feel concerned about
14. A means to receive information about elections
15. A means of subscribing to the media and receiving news
16. Other (specify)

_____

8. How much time on average do you spend on Facebook daily?

1. Up to 30 minutes
2. Up to 1 hour
3. 2 hours and longer
4. 4 hours and longer
5. I do not log out of Facebook, I am almost always online.
6. Other (specify) _____
7. I find it hard to answer

9. Which of the following statements about Facebook is more relevant to your experience?

1. I mainly familiarize myself with information only on Facebook, I do not read print press, I do not watch TV.
2. Facebook is only to learn about developments and events. Still I learn all details from other media outlets – press, websites, TV, radio.
3. Facebook is an exclusive source of information especially in tense situations, since I have an opportunity to learn about developments and events from other users.
4. Other (specify) _____

10. Do you use Facebook more as a means of disseminating or receiving information?

1. Disseminating
2. Receiving
3. Both disseminating and receiving
4. I find it hard to answer.

11. In which processes does Facebook help to achieve really positive outcomes? (Please select up to 3 answers)

1. Electoral processes
2. Tense domestic situations
3. Fight for human rights

4. Fight for ensuring legality in the army
5. Fight against lawlessness in urban planning
6. Fight against corruption
7. Fight against Azerbaijani propaganda
8. Fight against anti-Armenian propaganda by other countries
9. Other (specify) _____
10. I find it hard to answer.

12. According to you, the Facebook Lives of state and political figures…

1. Are very useful
2. Are useful
3. Are not very useful
4. Are not useful at all
5. I find it hard to answer.

13. How often do you personally follow the information they disseminate?

1. I try not to miss the lives of my favorite political figures.
2. Frequently
3. Sometimes, when I have time
4. I follow them rarely.
5. I find it hard to answer.

Section 3. Information Preferences on Electoral Processes

14. How much are you interested in political news?

1. Very much
2. To some extent
3. A little
4. I am not interested at all.
5. I find it hard to answer.

15. Do you consider elections…?

1. A very important process
2. Not very important
3. Unimportant
4. I find it hard to answer.

16. Have you participated in the December 9th, 2018 Parliamentary elections?

1. Yes
2. No
3. I choose not to answer.

17. Do you follow the campaign actions of various political forces in the course of the elections? (Why?)

1. I do follow, all that is interesting to me.
2. I do follow, all that helps me decide on my vote.
3. I do follow, all that amuses me.
4. I do follow to be informed.
5. I do not follow, since it is not interesting to me.
6. I do not follow, it is just waste of time for me.
7. I do not follow, since it does not affect my vote.
8. Other (specify) _____
9. I find it hard to answer.

18. How important do you think the pre-election campaigns of various political forces are?

1. It is very important since it gives people an opportunity to decide on their vote.
2. It is important, but does not play a determining role for the outcomes of the elections.
3. It is important for competing forces and political figures.
4. It is a formality, just a requirement.
5. Other (specify)
6. I find it hard to answer.

19. How often do you make use of the following sources to follow the campaign of political forces and political figures?

N	Source	I mostly make use of this option	I make use of this option to some extent	I rarely use it	I do not use it at all	I find it hard to answer
1	TV channels of republican coverage	1	2	3	4	5
2	Local TV channels	1	2	3	4	5
3	Armeniasn radio channels	1	2	3	4	5
4	Armenian print newspapers	1	2	3	4	5
5	Armenian online media outlets	1	2	3	4	5
6	Facebook	1	2	3	4	5
7	Live interactions with political forces	1	2	3	4	5

20. What forms of campaign are more interesting for you?

1. Live meeting with the candidate
2. Debate
3. Interview
4. Advertising video
5. Advertising poster
6. Facebook Live
7. Other (specify) _____
8. I find it hard to answer.

21. What is more appealing to you in the campaign?

1. The slogan
2. The pictures
3. The ideas of the political force
4. The programme of the political force
5. The biography of the candidate
6. The solution to people's problems proposed by the candidate
7. The background (past activities) of the candidate
8. The meeting with the candidate
9. The demonstration, the march
10. Other (specify) _____
11. I find it hard to answer.

22. Does it matter for you whether the candidate is male or female?

1. It doesn't matter at all, other characteristics are primary.
2. Politics and political struggle are not a woman's business.
3. Other (specify) _____
4. I find it hard to answer.

Section 4. Demographic Data

1. The place of respondent's residence

Marz _____

City _____

Village/community _____

2. Age

_____ years old

3. Gender

1. Female
2. Male

4. Education

1. Incomplete secondary
2. Complete secondary (10-12 classes)
3. Technical and vocational education
4. Incomplete higher
5. Higher
6. Post-graduate

5. Occupation

1. Employed
2. Self-employed
3. Unemployed
4. Pensioner
5. Student/pupil
6. Housewife

[If he/she does not have occupation, go to question 8.]

6. Position _____

7. Area of activity

1. Industry
2. Agriculture
3. Consumption
4. IT sector
5. NGO
6. Individual entrepreneur
7. Education/Science
8. Culture
9. Healthcare
10. Sport
11. Environmental protection
12. Police, army
13. Tourism
14. Other (please specify) _____

8.How would you describe the income of you family?

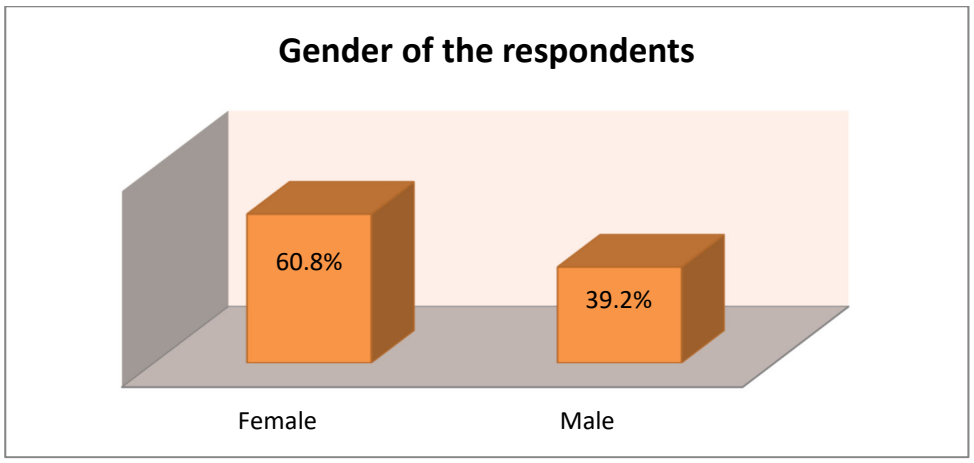
1. Money does not suffice even for food.
2. Money suffices only for food.
3. Money mainly suffices for buying food and supplies of primary importance.
4. Money suffices for buying household goods.
5. Money suffices for buying a car and leaving for summer vacations.
6. Money may suffice for buying a new flat.
7. I find it hard to answer.

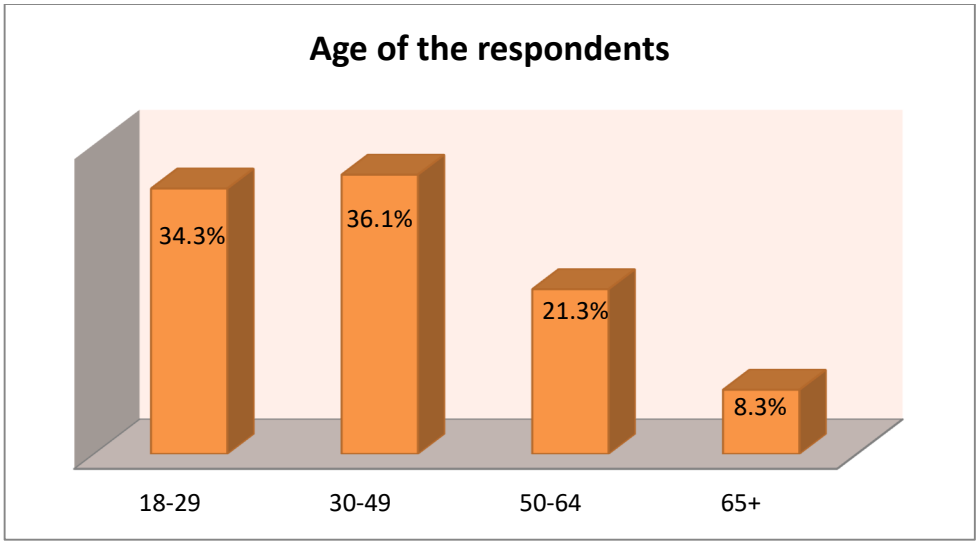
2. Geography of the Public Opinion Poll

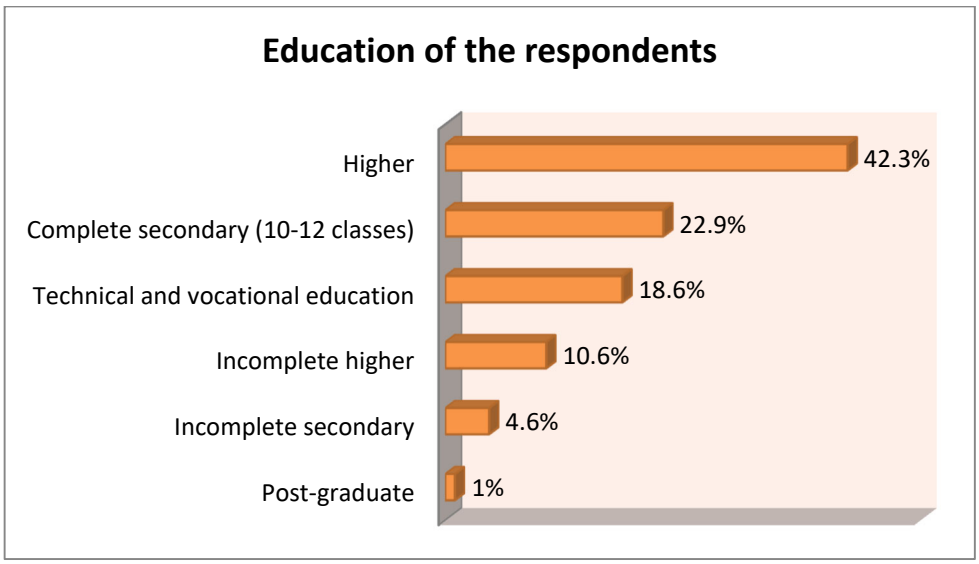
Residence	Number of respondents	Cities	Villages
Yerevan	345	Yerevan	-
Aragatsotn marz	58	Aparan, Ashtarak	Oshakan, Byurakan, Karbi, Kuchak
Ararat marz	114	Ararat, Masis	Berkanush, Mrgavan, Mkhchyan, Dimitrov
Armavir marz	114	Armavir, Etchmiadzin	Aghavnatun, Mayisyan, Haytakh, Norapat
Gegharkunik marz	92	Chambarak, Sevan	Martuni, Getik, Tsovagyugh, Drakhtik
Lori marz	81	Vanadzor, Alaverdi,	Bazum, Shnogh,

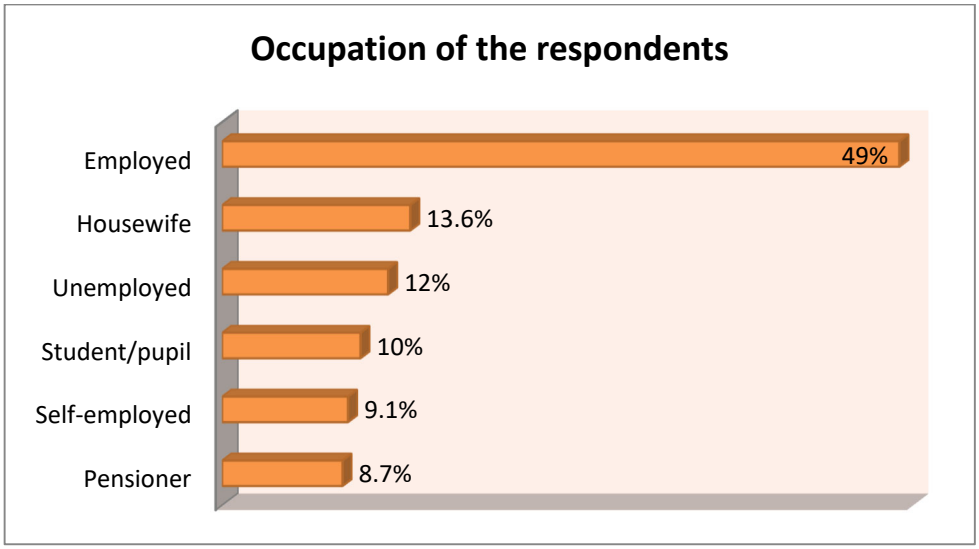
			Shahumyan
Kotayk marz	92	Hrazdan, Charentsavan	Lernanist, Meghradzor,Bjni
Shirak marz	92	Gyumri, Maralik	Ashotsk, Lernout, Akhuryan, Shirakavan
Syunik marz	58	Goris, Kapan	Tegh, Carahunge
Vayots Dzor marz	46	Vayk	Arpi, Malishka, Aghavnadzor
Tavush marz	58	Dilijan , Ijevan	Khachardzan, Aghavnavank, Gosh
Total	**1150**	**19 cities**	**34 villages**

3. Demographic Data of the Respondents



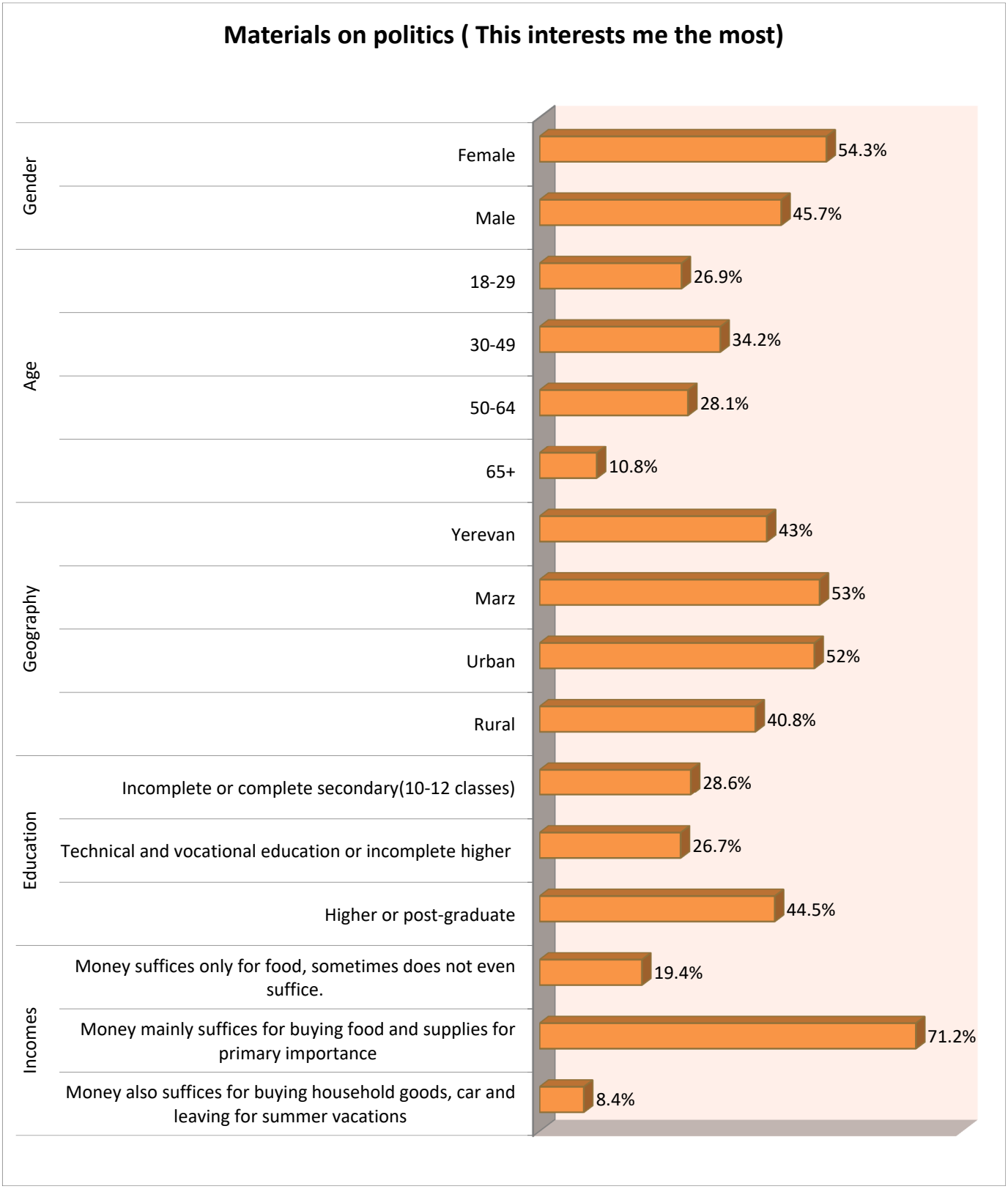


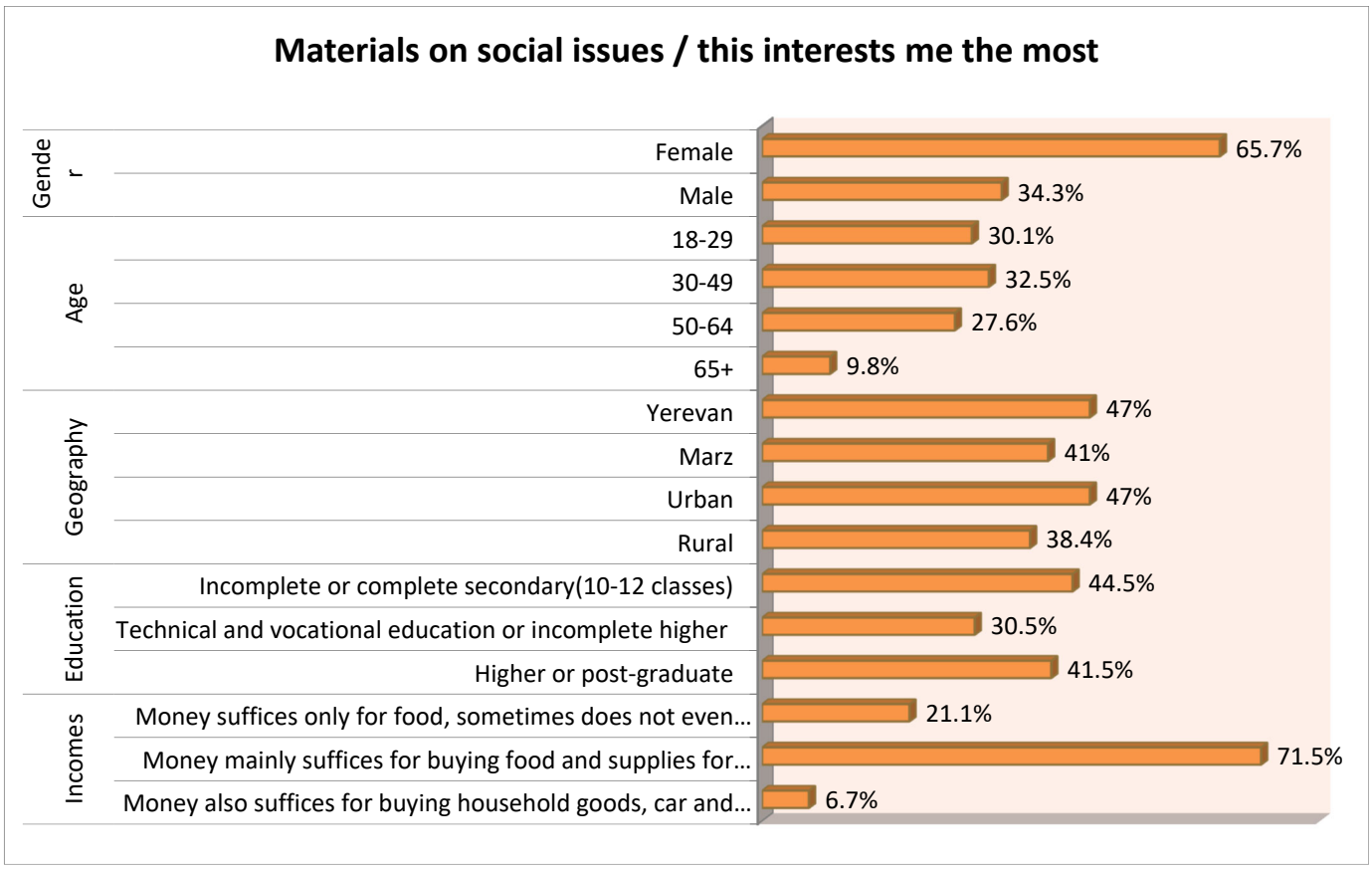


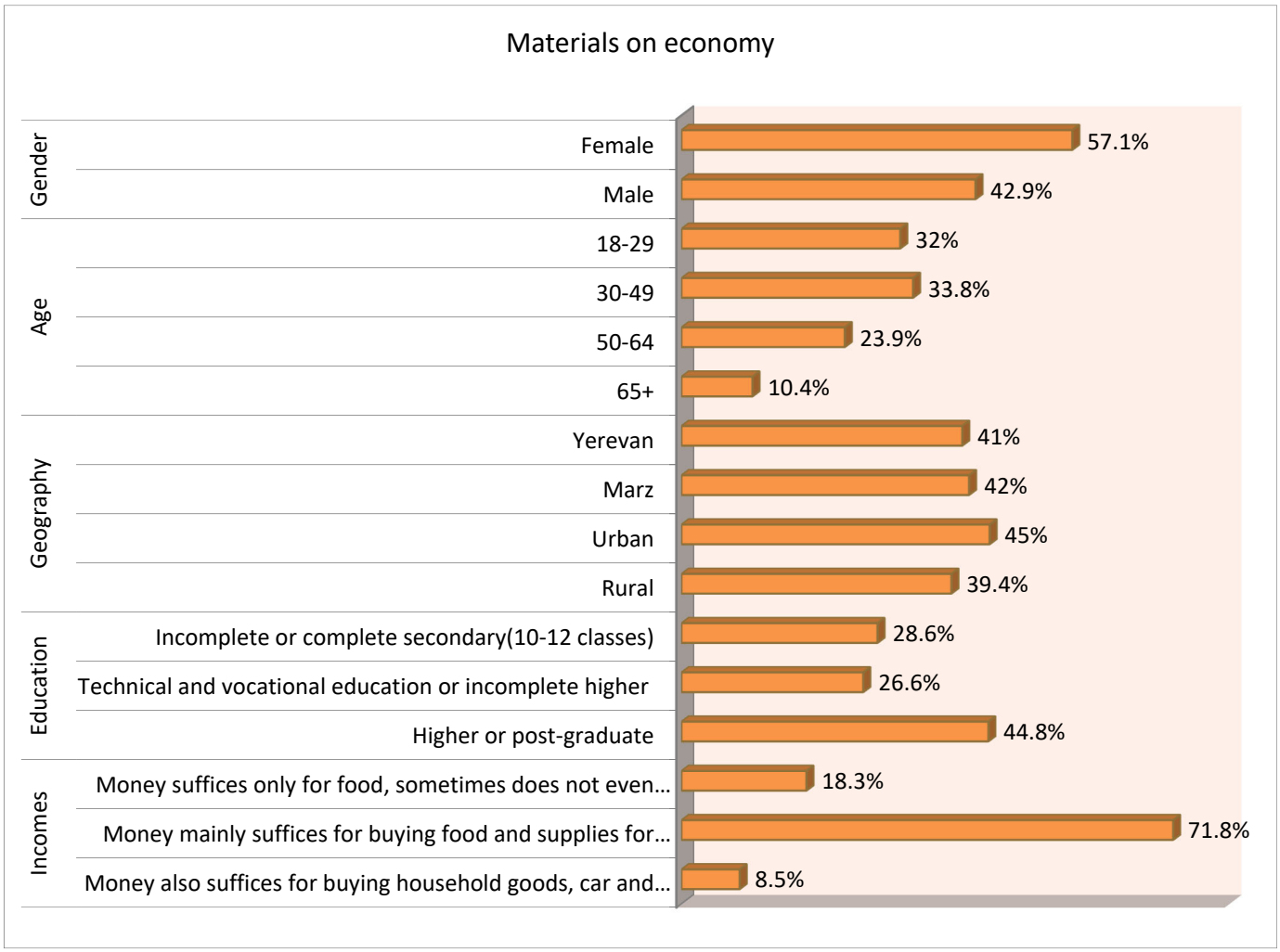


Income	Total	%
Money does not suffice even for food	62	5.4%
Money suffices only for food	141	12.3%
Money mainly suffices for buying food and supplies of primary importance	447	38.9%
Money suffices for buying household goods	400	34.8%
Money suffices for buying a car and leaving for summer vacations	81	7%
Money may suffice for buying a new flat	7	0.6%
I find it hard to answer	12	1%
Total	1150	100%

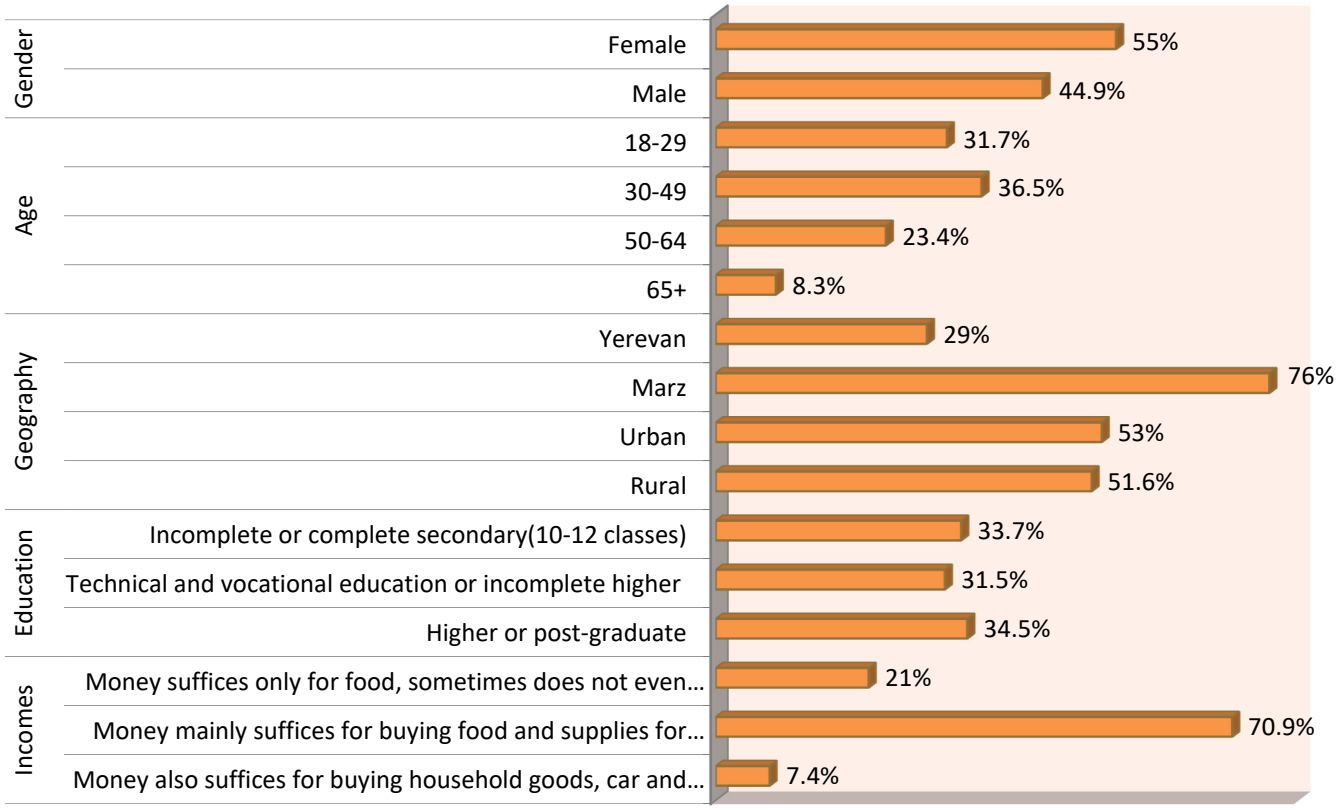
4.Who in what kind of topic is interested the most



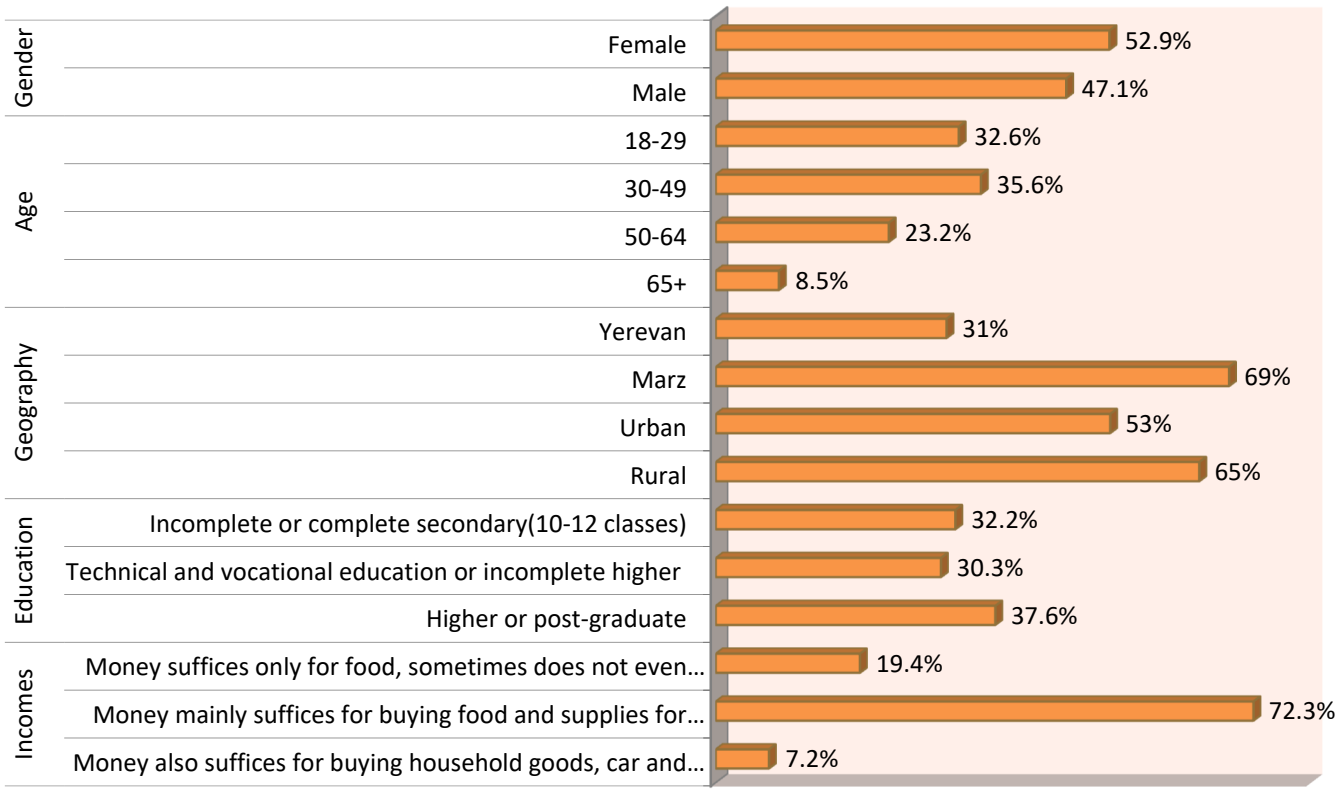

Materials on social issues / this interests me the most
Gender
Female
Male
Age
18-29
30-49
50-64
65+
Geography
Yerevan
Marz
Urban
Rural
Education
Incomplete or complete secondary(10-12 classes)
Technical and vocational education or incomplete higher
Higher or post-graduate
Incomes
Money suffices only for food, sometimes does not even...
Money mainly suffices for buying food and supplies for...
Money also suffices for buying household goods, car and...
65.7%
34.3%
30.1%
32.5%
27.6%
9.8%
47%
41%
47%
38.4%
44.5%
30.5%
41.5%
21.1%
71.5%
6.7%

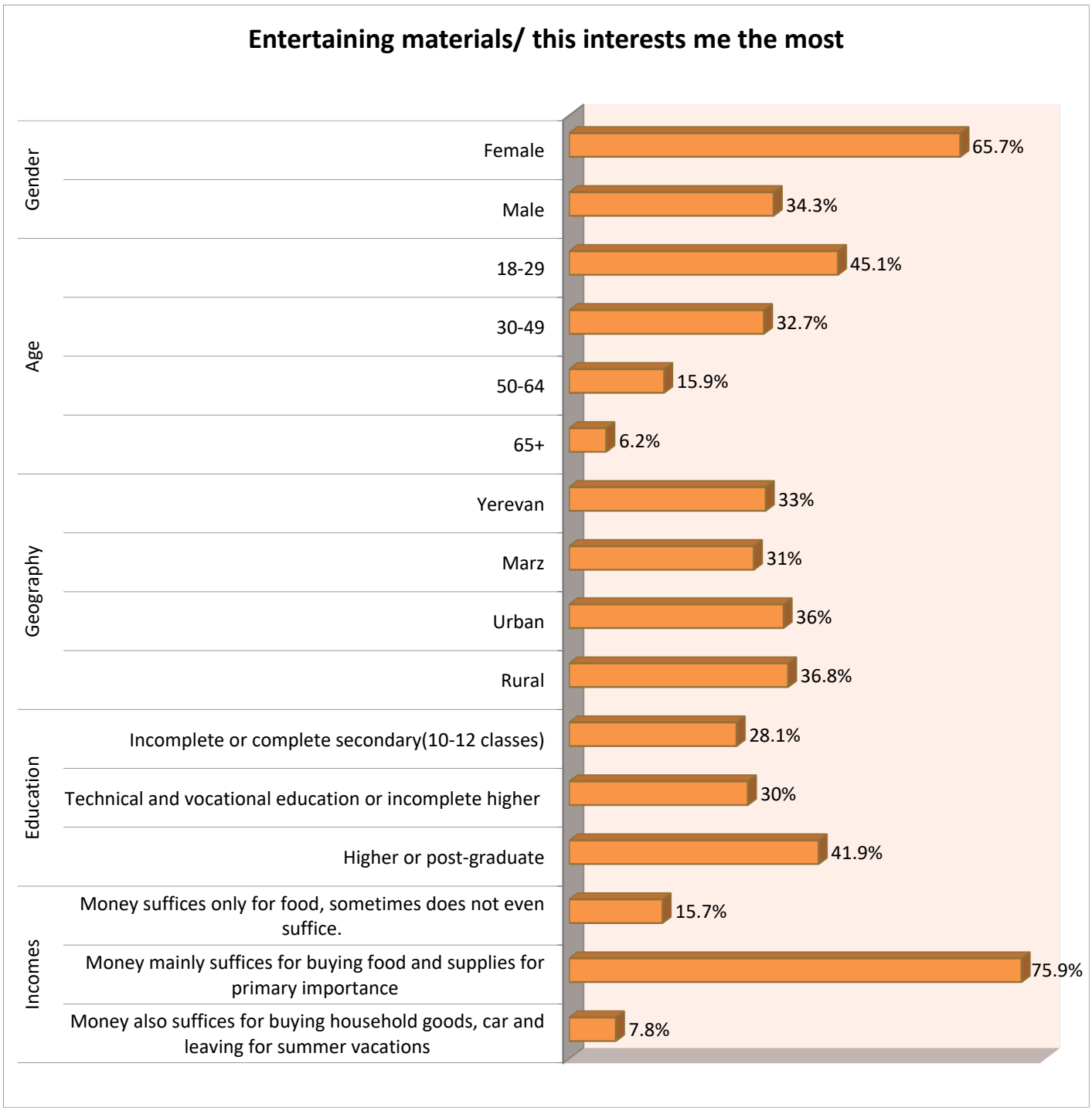

Materials on economy
Gender
Female
Male
Age
18-29
30-49
50-64
65+
Geography
Yerevan
Marz
Urban
Rural
Education
Incomplete or complete secondary(10-12 classes)
Technical and vocational education or incomplete higher
Higher or post-graduate
Incomes
Money suffices only for food, sometimes does not even...
Money mainly suffices for buying food and supplies for...
Money also suffices for buying household goods, car and...
57.1%
42.9%
32%
33.8%
23.9%
10.4%
41%
42%
45%
39.4%
28.6%
26.6%
44.8%
18.3%
71.8%
8.5%

Materials on the army/ this interests me the most



Materials on the Karabakh conflict/ this interests me the most




Entertaining materials/ this interests me the most
Gender
Female
Male
Age
18-29
30-49
50-64
65+
Geography
Yerevan
Marz
Urban
Rural
Education
Incomplete or complete secondary(10-12 classes)
Technical and vocational education or incomplete higher
Higher or post-graduate
Incomes
Money suffices only for food, sometimes does not even suffice.
Money mainly suffices for buying food and supplies for primary importance
Money also suffices for buying household goods, car and leaving for summer vacations
65.7%
34.3%
45.1%
32.7%
15.9%
6.2%
33%
31%
36%
36.8%
28.1%
30%
41.9%
15.7%
75.9%
7.8%

5. What is Facebook for you?

	Total	%
A means to interact with my relatives and friends	606	52,6%
A form of pasttime	470	40,9%
An audience	193	16,8%
A means to receive information about public people	332	28,9%
A means to receive information and news promptly in tense situations	276	24,0%
A means of subscribing to the media and receiving news	184	14,9%
E-mail	164	14,1%
A means to share my opinion about matters that concern me	137	11,9%
A means of receiving information from social initiatives	135	11,7%
A means to receive information about elections	112	9,7%
A means of business development	84	7,3%
A means to write to the leaders of the country	27	2,3%
A means of raising social issues	56	4,9%
A means of organizing social initiatives	43	3,7%
A means to familiarize myself with other's advice on private matters I feel concerned about	38	3,3%